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Half of the emissions were attributed to the wealthiest 10 percent. The carbon emissions produced by the wealthiest billionaires in a single year are equivalent to what an individual in the bottom 99 percent would generate over a span of almost 1,500 years. The issue of climate change and the increasing strain on the environment is the most pressing global challenge. (Krammer, 2024) This essay will examine the impact of corporate social responsibility (CSR) on promoting sustainability in the hospitality industry, specifically focusing on Hilton, which is a prominent global hospitality company and luxury brand with a diverse portfolio of 23 renowned brands and over 7,600 properties across 126 countries

and territories. (Bianco, 2024) Corporate social responsibility (CSR) and creative initiatives have a favourable impact on financial performance. This essay analyses CSR from legal, economical, social, and environmental perspectives. (Ghanbarpour, Gustafsson, 2022)

The term "corporate social responsibility" (often abbreviated as "CSR") refers to a framework for conducting business that is voluntary and encourages a corporation to behave in an ethical and responsible manner towards itself, its stakeholders, and the broader public. The application of corporate social responsibility, which is often referred to as corporate citizenship, is a way for businesses to demonstrate that they are conscious of the impact that they have on all aspects of society, including economic, social, and environmental concerns. Corporate social responsibility (CSR) refers to the practice of a company conducting its business operations in a manner that has a beneficial influence on society and the environment, as opposed to having a negative impact on both of these aspects of society and the environment. (Orlando, 2022)

From a legal perspective, CSR is frequently debated as an optional rather than obligatory method of conducting business, regarded as an initiative that institutions undertake to surpass the daily expectations of running their organisation in order to provide broader societal advantages. Legal frameworks pertaining to many aspects of responsible business activity, including the protection of human rights, environmental conservation, and business reporting, are in effect in different jurisdictions. (May, 2023)

The values of the Hilton headquarters are shaped by worldwide declarations, conventions, and norms, while those of its affiliates are impacted by local standards and the headquarters' code of conduct. The CSR approach is primarily integrated and distinguished by generosity led by employees. The scope encompasses the worldwide team members and supply chain for the headquarters, while it pertains to the local supply chain, personnel, and community for the affiliate. Alignment with global strategies at the local level is achieved through the collaboration of regional management, brand-level or functional committees and councils, as well as coordination and experience exchange among Hilton affiliates in the country. (Ertuna, Karatas-Ozkan, Yamak, 2019)

From economical perspectives, companies are increasingly allocating more resources towards the provision of public goods, and a significant number of firms are surpassing the legal requirements by reducing negative externalities. A majority of consumers indicate that a company's social reputation has an impact on their purchasing choices, with 70 percent of U.K. consumers expressing a willingness to pay a higher price for a product that they view as being ethically superior. Corporate social responsibility (CSR) does not necessarily conflict with the goal of maximising profits. Although engaging in corporate social responsibility (CSR) to meet the preferences of managers may create a moral hazard, engaging in CSR to meet the desires of investors, employees, and consumers that are not based on traditional norms does not have the same effect. Likewise, corporate social responsibility (CSR) that aims to impact results influenced by both public and private politics can align with the goal of maximising shareholder value. (Kitzmueller, Shimshack, 2012) CSR initiatives are motivated by incentives inside the firm's market framework, influenced by competitive pressure arising from consumers, competitors, or worries about reputation. Based on the presence or absence of social preferences among shareholders and other stakeholders, this classification results in two categories of corporate social responsibility (CSR) strategies: not-for-profit and strategic CSR. This text explores the importance of strategic corporate social responsibility (CSR) and examines whether companies have the ability, permission, or obligation to forgo earnings in order to prioritise the well-being of society. (Crifo, Forget, 2015) Hilton Supply Management establishes and cultivates partnerships with suppliers globally in order to get goods and services at the optimal balance of cost, quality, and service. HSM collaborates with over 85,000 top-level suppliers to acquire more than 482,000 products for hotels worldwide. These products are provided to over 14,000 properties, which include both Hilton-branded and non-Hilton-branded hotels, amounting to more than 6,600 establishments. (Hilton ESG, 2023)

From social perspectives, the COVID-19 virus epidemic has engulfed the world, posing a significant threat to the survival of numerous businesses, both big and small. The prominence of human rights concerns about racial equality and justice has increased in the business-and-society dynamic, particularly in 2020. Undoubtedly, the specific terms of the social agreement between businesses and society will be rearranged and adjusted

to accommodate recent upheavals. CSR will increasingly provide a pressing challenge for the leisure and hospitality sectors, particularly in relation to travel, vacations, cruises, and tours. The advent of technology and social media has expanded our perspective on work, which will likewise define the dynamics between businesses and society. CSR-committed firms will need to prioritise social media strategy and crisis management in order to effectively communicate and respond promptly to fast-evolving situations. (Carroll, 2021) Hilton promptly allocated resources to safeguard their personnel and visitors in Ukraine upon the commencement of the crisis. Hilton collaborated with American Express to contribute room nights in order to aid Ukrainian refugees and provide humanitarian assistance throughout Europe. (Hilton ESG, 2023)

Hilton's global sustainability leadership on the Dow Jones Sustainability Indices for the past six years is attributed to the dedicated efforts of its 400,000 team members working in numerous communities worldwide. Hilton has been awarded a gold medal by EcoVadis, recognised as the #1 firm for Environmental, Social, and Governance (ESG) practices by DiversityInc, and is a member of its Hall of Fame. Hilton has been ranked as the second best workplace in the world by the Great Place to Work Institute and Fortune Magazine. It is the only hospitality company to be included on this prestigious list. Their objectives entail attaining a 50% representation of both genders in leadership positions worldwide, as well as achieving a 25% representation of diverse ethnic backgrounds in leadership positions specifically inside the United States by the year 2027. By 2030, our goal is to generate 5 million chances for learning and professional advancement, benefiting 20 million members of our community. (Hilton ESG, 2023)

From environmental perspectives, environmental sustainability, along with employee wellbeing and community development, is a fundamental aspect of the notion of corporate social responsibility (CSR). Hilton's We Care! programme was a pioneering initiative implemented across many locations throughout Europe. The hospitality industry offers numerous feasible prospects for advancing environmental sustainability. Specific actions comprise implementing environmental management and sustainability systems to monitor and decrease energy, water, and waste consumption; installing state-of-the-art resource-efficient appliances to minimise energy and water usage; transitioning to renewable energy sources; utilising recycled materials; promoting environmentally-

friendly behaviours among guests and employees; and sourcing local food and beverages to decrease carbon emissions associated with transportation. (Bohdanowicz, Zientara, Novotna, 2011) Hilton has implemented several sustainability measures in their hotels. They have minimised the use of single-use plastic amenities, replaced traditional light bulbs with energy-efficient LEDs, installed electric vehicle charging stations on their properties, and offered carbon-neutral options for their meetings and events customers. (Business World, 2021) In addition, they inaugurated their inaugural net-zero hotel in the United States. Their objective is to reduce controlled emissions intensity by 75%, reduce franchised portfolio emissions intensity by 56%, decrease water consumption intensity by 50%, and minimise landfilled waste intensity by 50% by the year 2030. Additionally, they aim to progress towards achieving a net-zero future. (Hilton ESG, 2023)

Neglecting corporate responsibility can result in substantial adverse repercussions for a company, its stakeholders, and society at large. A corporation that fails to prioritise corporate responsibility jeopardises its reputation. Negative publicity and public perception can lead to a loss of trust from consumers, investors, and the broader public. This can lead to a decline in sales and a reduction in brand value. Failure to adhere to rules and regulations pertaining to corporate responsibility can result in legal obligations, monetary penalties, and punitive measures. (Taghipour, 2023) Workers are increasingly looking for employment opportunities with organisations that exhibit social and environmental responsibility. Neglecting corporate responsibility can result in employee discontent and an increased likelihood of employee turnover, since employees may perceive a lack of alignment with the company's values and mission. Companies that do not have ethical practices may experience a decline in investor trust, limited access to cash, and an increased cost of borrowing. Companies that engage in risky supply chain activities may experience interruptions as a result of governmental demands, boycotts, or poor media coverage. Ensuring accountability across the whole supply chain is essential for preserving stability and uninterrupted operations. (Martín de Castro, González-Masip, 2020)

On the other hand, CSR has a few drawbacks. One of the most significant drawbacks of corporate social responsibility is that it places a disproportionate amount of financial burden on smaller companies. It is possible for large organisations to devote a budget to

corporate social responsibility (CSR) reporting, but this option is not always available to smaller businesses. Even for larger businesses, the cost of corporate social responsibility can be a barrier. The concept of corporate social responsibility has been criticised by those who believe it can be an exercise in futility. In light of the fact that the responsibility of executives to shareholders is to maximise profits, corporate social responsibility (CSR) is in direct opposition to the fiduciary duty that a company's management owes to its shareholders. Greenwashing is a word that is used to characterise business activities made by corporations that provide the impression of being environmentally responsible but do not actually represent a change in the way that the firm conducts its business. (Jung et al., 2024)

The concept of corporate social responsibility is experiencing ongoing expansion. CSR is an acronym that has been given to the concept of "corporate social responsibility" in business circles since it has become so widespread that it has earned its own acronym. (McWilliams et al., 2019) A company ought to be accountable to a community in addition to being answerable to its shareholders for the actions and operations that it undertakes, according to this phrase. A corporate social responsibility (CSR) policy is a policy that a company adopts with the intention of demonstrating that it is committed to preserving ethical principles and respecting people, communities, and the environment. The company has committed to ensuring that it is in line with the CSR policy that it has articulated and will report on this matter at the same regular intervals that it also reports on its financial results. (Blowfield, Murray, 2019)

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