

The Integrated Model, the Norm Activation Model and the Theory of Planned Behavior: A Study Putting the Green Hotel's CSR Obligations into Practice

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Abstract

Corporate Social Responsibility (CSR) has become an integral part of business practices across various industries. The hospitality sector, in particular, has recognized the importance of environmental sustainability and social responsibility. This article explores how a fictional Green Hotel can effectively implement its CSR obligations. By adopting eco-friendly practices, supporting local communities, and prioritizing guest satisfaction, the Green Hotel can demonstrate its commitment to sustainability while positively impacting the environment and society. This article delves into key areas where the hotel can focus its CSR efforts, including energy and resource conservation, waste management, community engagement, and guest education. By integrating CSR into its operations, the Green Hotel can set an example for the industry and contribute to a more sustainable and responsible future.

Keywords: Green Corporate social responsibility • Awareness of consequence • Ascription of responsibility

Introduction

The Green Hotel can prioritize energy and resource conservation as a core component of its CSR strategy. Implementing energy-efficient technologies, such as LED lighting, smart thermostats, and motion sensors, can significantly reduce energy consumption. The hotel can also invest in renewable energy sources, such as solar panels, to generate clean and sustainable power. Additionally, water conservation measures, such as low-flow fixtures, greywater recycling, and linen reuse programs, can minimize water usage. By adopting these practices, the Green Hotel not only reduces its environmental impact but also saves on operational costs in the long run [1,2].

Effective waste management is crucial for the Green Hotel's CSR initiatives. Implementing recycling programs and promoting waste reduction among staff and guests can significantly minimize the hotel's environmental footprint. The hotel can ensure proper segregation and disposal of waste by providing clearly labeled recycling bins in public areas and guest rooms. To further reduce waste, the hotel can focus on sustainable procurement practices, such as using biodegradable and compostable products, and partnering with local suppliers who prioritize sustainability. Implementing a comprehensive waste management system not only aligns with the Green Hotel's CSR goals but also enhances its reputation as an environmentally responsible establishment [3].

Literature Review

Community engagement is an essential aspect of CSR for the Green Hotel. The hotel can actively contribute to the local community by supporting local businesses, hiring locally, and participating in community development

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initiatives. Collaborating with local organizations and charities to organize events or fundraisers can further strengthen the hotel's ties with the community. The Green Hotel can also provide training and employment opportunities to underprivileged individuals, promoting inclusivity and socioeconomic development. By engaging with the community, the hotel demonstrates its commitment to being a responsible corporate citizen, fostering goodwill and long-term relationships with local stakeholders [4].

Discussion

Educating guests about sustainability and encouraging them to participate in eco-friendly practices is a vital component of the Green Hotel's CSR strategy. The hotel can raise awareness by providing information about its environmental initiatives, such as energy and water-saving measures, recycling programs, and local community partnerships. In-room signage, brochures, and digital platforms can be utilized to inform guests about sustainable options available during their stay, such as towel and linen reuse programs and eco-friendly transportation options. The hotel can also organize educational activities and workshops to engage guests and empower them to make environmentally conscious choices beyond their stay. By educating and inspiring guests, the Green Hotel creates a ripple effect, encouraging sustainable behaviors that extend beyond the premises of the hotel [5,6].

Conclusion

By prioritizing energy and resource conservation, implementing effective waste management practices, engaging with the local community, and educating guests about sustainability, the Green Hotel can effectively put its CSR obligations into practice. The hotel can become a beacon of sustainability and responsible business practices in the hospitality industry. Not only does this demonstrate the hotel's commitment to environmental and social well-being, but it also creates a positive brand image and attracts eco-conscious guests. Through the implementation of these CSR initiatives, the Green Hotel can contribute to a more sustainable future while inspiring other establishments to follow suit.

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Conflict of interest

None.

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