

**The role of strategic CSR in hotels on sustainable tourism and achievement of SDG goals**

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**Abstract**

This article deals with the subject of corporate social responsibility (CSR) with particular reference to the hotel sector. It highlights the benefits of the strategic CSR activities of the hotels for both the hotels and sustainable tourism. Moreover, this paper investigates how implementation of strategic CSR activities can contribute to the accomplishment of SDG (Sustainable Development Goals- 2030).

**Key words:** Corporate social responsibility, hotel management, sustainable tourism, Sustainable development goals.

Within the hospitality industry, the idea of sustainable tourism has been increasingly popular in recent years. This change is a strategic necessity that is in line with the larger goals of Corporate Social Responsibility (CSR), not just a response to the increasing environmental concerns. A key factor in promoting sustainable tourism that benefits the environment and the community at large is strategic corporate social responsibility (CSR) in hotels. The use of CSR tactics by hotels to advance sustainability and strengthen their competitive position is examined in this article.

**Understanding Strategic CSR in the Hospitality Industry**

The term "corporate social responsibility" (CSR) describes the moral and charitable actions taken by companies to benefit the environment and society. Strategic corporate social responsibility (CSR) for hotels entails incorporating sustainability into their business plans, stakeholder relations, and core operations. Strategic CSR, in contrast to random or the surface initiatives, is a long-term strategy that harmonizes a hotel's sustainability objectives with its business goals [1].

The goal of sustainable tourism is to maximize the positive effects of travel while minimizing its negative effects. It includes socioeconomic growth, cultural preservation, and environmental protection. This entails hotels implementing procedures that reduce their environmental impact, boost regional economies, and respect cultural heritage. Strategic CSR integrates sustainability into hotel business models and operational procedures to help them accomplish these objectives [2].

**Key Areas Where Strategic CSR Impacts Sustainable Tourism:**

*Environmental management*

Hotels use a lot of resources and generate a lot of waste. The goal of strategic CSR programs is to lessen the negative effects of hotel operations on the environment. This entails putting energy-saving technology into practice, using less water, properly handling waste, and obtaining sustainable materials. To lessen their carbon footprint, hotels can, for instance, install solar panels, switch to LED lighting, and install water-saving fixtures. These practices not only contribute to environmental sustainability but also enhance the hotel's reputation among eco-conscious travelers.

*Community engagement*

By sustaining local companies, generating jobs, and protecting cultural assets, sustainable tourism improves the communities where it occurs. Strategically involved hotels frequently work with the community to advance sustainable practices. This can entail purchasing food and goods from nearby companies, funding neighborhood initiatives, and giving locals access to job and training opportunities. By fostering positive relationships with the community, hotels can enhance their social license to operate and build lasting partnerships that contribute to sustainable tourism.

*Cultural preservation*

Tourism can affect cultural heritage, sometimes negatively. Strategic CSR includes efforts to preserve and promote local cultures and traditions. Hotels can support cultural conservation projects, offer cultural experiences that respect local traditions, and ensure that their operations do not disrupt local heritage sites. For instance, hotels can organize cultural tours or events that celebrate local customs, thus contributing to the preservation of cultural heritage while providing authentic experiences for guests.

*Guest Education and Involvement*

Guests can enhance the impact of strategic CSR by receiving education about sustainability and becoming involved in CSR initiatives. Hotels have the opportunity to raise awareness about environmental issues and promote guest participation in sustainable practices through their platforms. This may involve providing information on reducing guests' environmental footprint, endorsing eco-friendly activities, and engaging guests in community service projects. Guests who are actively involved are more inclined to value and endorse a hotel's sustainability endeavors, leading to a beneficial cycle of positive feedback [3].

**Benefits of Strategic CSR for Hotels**

Hotels that actively embrace strategic CSR are often seen more positively by customers, investors, and partners. Demonstrating a strong dedication to sustainability can set a hotel apart in a competitive market, attracting environmentally conscious travelers who prioritize social and environmental responsibility. Implementing sustainable practices can result in savings by improving resource efficiency. For instance, reducing energy and water usage can decrease utility expenses, and efficient waste management can lower disposal costs. These efficiencies contribute to a hotel's profits while promoting environmental sustainability. Guests who prioritize sustainability are more inclined to revisit hotels that genuinely commit to CSR [4]. By aligning their values with those of their customers, hotels can nurture long-term loyalty and cultivate a devoted customer base that supports their sustainability initiatives. Hotels that support local communities and uphold cultural heritage establish positive connections with local stakeholders, which can result in smoother operations, increased backing from local authorities, and greater community participation in hotel projects.

**The Role of Strategic CSR in Hotels for Sustainable Tourism: Contribution to SDG Goals**

Implementing strategic CSR in hotels is crucial for promoting sustainable tourism, benefiting the environment and local communities. Additionally, it contributes to achieving various United Nations Sustainable Development Goals (SDGs). This article delves into how hotels can utilize CSR strategies to promote sustainability, improve their competitive advantage, and further the global sustainability agenda. In contrast to sporadic or superficial CSR endeavors, strategic CSR is a

sustainable approach that aligns a hotel's sustainability objectives with its business goals and global development objectives.

Sustainable tourism aims to minimize the negative impacts of tourism while maximizing its benefits. It encompasses environmental stewardship, socio-economic development, and cultural preservation. For hotels, this means adopting practices that reduce their ecological footprint, support local economies, and respect cultural heritage. Strategic CSR helps hotels achieve these goals by embedding sustainability into their business models and operational practices.

### **Key Areas Where Strategic CSR Impacts Sustainable Tourism and SDG Goals**

#### ***Environmental Management***

Hotels are large consumers of resources and waste generators. Strategic CSR efforts focus on reducing the environmental impact of hotel operations. This includes implementing energy efficient technologies, reducing water consumption, effective waste management and sustainable sourcing of materials, etc. These practices contribute to the achievement of several SDG goals:

*SDG 7: Affordable and clean energy:* Hotels will contribute to increasing the share of renewable energy in their operations by adopting energy efficient technologies and renewable energy sources.

*SDG 12: Responsible consumption and production:* Efficient resource management and waste reduction practices are aligned with the goal of ensuring sustainable consumption and production patterns.

*SDG 13: Climate Action:* Reducing carbon emissions through energy efficiency and sustainable practices supports efforts to combat climate change and its effects.

Sustainable tourism benefits local communities by creating jobs, supporting local businesses and protecting cultural heritage. Hotels that practice strategic CSR often work with local communities to promote sustainable practices. This includes:

*SDG 1: No Poverty:* Hotels contribute to reducing poverty in the communities where they operate by creating jobs and supporting local businesses.

*SDG 8: Decent Work and Economic Growth:* Local hiring practices and support for local suppliers promote economic growth and decent working conditions.

*SDG 11: Sustainable Cities and Communities:* Participation in community development projects contributes to building sustainable and resilient communities.

Tourism can have negative impacts on cultural heritage. Strategic CSR includes efforts to preserve and promote local culture and traditions.

Hotels can support: *SDG 11: Sustainable Cities and Communities:* By preserving cultural heritage and promoting local traditions, hotels help make cities and communities inclusive, safe, resilient and sustainable.

*SDG 16: Peace, Justice and Strong Institutions:* Respect for cultural heritage and traditions promotes peaceful and inclusive societies, which are essential for sustainable development.

Educating guests about sustainability and involving them in CSR initiatives can amplify the impact of strategic CSR.

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Hotels can: *SDG 4: Quality Education*: Provide information and education on sustainable practices to guests, contributing to lifelong learning.

*SDG 12: Responsible Consumption and Production*: Encourage guests to adopt sustainable practices and promote responsible consumption and production [5].

#### Conclusion

Strategic CSR in hotels is not just a trend, it is a key element of sustainable tourism and a key driver for achieving the UN Sustainable Development Goals (SDGs). By integrating sustainability into their core strategies, hotels can make a significant contribution to environmental protection, community development and cultural preservation. Strategic CSR implementation not only benefits the planet and local communities, it also enhances a hotel's brand reputation, operational efficiency, and guest loyalty and lead to improved competitiveness among other hotels which do not implement any CSR activities. As demand for sustainable tourism continues to grow, hotels that prioritize strategic CSR are well positioned to lead the industry towards a more sustainable and inclusive future while actively contributing to the global sustainability agenda.

In order to establish and improve strategic CSR and sustainability in hotels, hotel managers and policymakers ought to center on coordination supportability profoundly into their trade operations and culture. They have to be begin by creating a clear and comprehensive supportability procedure that adjusts with the UN Maintainable Advancement Objectives (SDGs). This methodology ought to include natural stewardship, community engagement, and social conservation.

In terms of natural affect, supervisors ought to actualize hones to diminish vitality utilization, oversee squander viably, and utilize water assets productively. This might include contributing in energy-efficient advances, embracing reusing programs, and sourcing materials and items that are naturally neighborly. Moreover, advancing feasible hones among staff and visitors can advance decrease the hotel's carbon impression. Social conservation is additionally critical. Lodgings ought to regard and celebrate neighborhood societies and conventions. This might include consolidating neighborhood plan components into the hotel's stylistic layout, advertising visitors true social encounters, and guaranteeing that social legacy is protected and advanced.

Past these activities, it's basic for hotel directors to communicate their CSR endeavors straightforwardly. Sharing advance and accomplishments with guests and partners can upgrade the hotel's brand notoriety and construct believe. Routinely looking into and overhauling the supportability methodology guarantees that the lodging remains committed to its objectives and adjusts to unused challenges and openings. Preparing staff to grasp maintainability and CSR values is pivotal for fruitful usage. A well-informed and persuaded group can drive activities forward and make a culture of supportability inside the lodging. By prioritizing these regions, hotel supervisors can progress their key CSR endeavors, pull in eco-conscious travelers, and position their foundations as pioneers within the maintainable tourism industry.

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