Corporate Social Responsibility- A study on hotel industry

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Abstract:- Corporate Social Responsibility means that a company need to be responsible for its actions in society in the form of - social, ethical, and environmental. Hotel industry is one of the fastest growing service sectors around the world. Hotel industry provides jobs to under skill, semi skilled and skilled worker on various designations. This industry also provides training and skills to grow their employees, hotels trained them in user friendly environment and serve the society in the form of various services given back to society again. This research article explores the concept of corporate social responsibility in hospitality industry in which selected hotels or hotel chains around the world practices are discussed in a critical manner. The article is based on critical literature review.

Keywords: - Hotel Industry, Corporate Social Responsibility, Environment.

Introduction: - Today is era of facilitation and marketing. It is now becoming a part of promotional strategy of every company try to attract new skilled employer by their corporate social responsibility report which main attention is toward employees and providing services to society, in the return of this now company are looking for better result by retaining their old employees

Corporate Social Responsibility (CSR) are the part of policies of a company for the long sustainability in the market, to integrate operations, supply chain and decision making process throughout the organization to operate business in a better manner so that from top to down every employee of the company should get benefited. On a wide range of issues corporations are encouraged to behave socially responsible (Welford and Frost, 2006; Engle, 2006).

CSR involves the legal, ethical and environmental aspects to fulfil the need of society which is helpful for any company for his expansion over the period of time.CSR frame the balance between all of their stakeholders which result better reputation in market at it leads to value base of the company profile. Corporate social responsibility is the overall relationship of the corporation with all of its stakeholders. These include customers, employees, communities, owners/investors, government, suppliers and competitors. Elements of social responsibility include investment in community outreach, employee relations, creation and maintenance of employment, environmental stewardship and financial performance. (Khoury et al., 1999)

In today era companies need to adopt CSR in their company polices in order to respect people, community and natural environment. Corporate social responsibility is achieving commercial success in ways that honour ethical values and respect people, communities and the natural environment (Business for social responsibility, 2003b) through which company can be benefit in various forms less harm to environment, healthy and clean environment not only to employees but to society. It is very important that every product should be acceptable in society in mass to maintain this CSR is helpful in maintaining:

- It enhances the adoption of green investment to reduce the environmental degradation.
- It helps in recognizing ethically conscious customers.
- It can lead to a recycling circle which put in the form the Waste-> Recycle-> Reuse.
- It differentiate firm from its competitor and can be source of competitive superiority.

At present organizations and customers both want better services with transparency, people are ready for paying more amount of money to particular company which is focusing on green aspect, environmental protection and widely spread social behaviour is quite helpful for growth of a particular company.

In current scenario Hoteliers widened the scope of their sustainability efforts by incorporating environmental objectives into a broader corporate social responsibility (CSR) approach, which included the establishment of partnerships with a variety of public and private environmental organizations. The LEED green building program gained significant global momentum amongst institutional investors for new build projects. The
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financial crisis of 2008 – 2009 resulted in an increased emphasis on cost control measures, which has prompted hoteliers to re-evaluate their plant equipment and operational practices to reduce utility costs.

A current thought in facility management, specifically hospitality operations is largely focused on optimizing operational efficiency (and the resultant cost savings) in primarily three areas: energy, water, and waste. (HVS Report, February 2012)

**Corporate Social Responsibility view on Social Aspects:** - From the ancient time to till today what kind of business, service, social status, whatever we are doing it is a combined effort by the society and for the society. In this regard society just want involvement of local community is quite important factor, and manufacturing of products should be under the industry guidelines and minimum safety norms as per international standard should be adopted by company so that reputation of the company should be maintained and it should not affect values and social aspect of community. If a company take care of his employee in the form of giving services like, transport, charity to community, employee health monitoring then acceptance of particular company will in wider aspect and people will accept in a great demand.

**Corporate Social Responsibility View on Ethical Issues:** - Ethics means differentiation of moral values between right and wrong. Important is Ethical values should be acceptable in large number of peoples. Without these moral values people will not accept the brand. More important company has to change his policy according the destination. For example: an aspect which is right in US, could not be right in Europe and vice -versa, so to naturalize this effect company should take care of ethical aspect of moral values so that company policy, mission and values should be acceptable to mass and must be flexible in nature. These moral values decide the future of any company and its long term growth.

**Corporate Social Responsibility view on Environmental Aspects:** - In 21st century we are totally dominated toward the utilization of resources with less environmental effect on environment, society which was not taken care will in previous time. Everyone knows that we have limited resources and these minimum resources put pressure on handling minimizing degradation of environment. None of project should be approved without environmental clearance otherwise it will never favour the society. We can minimize the use of product but we have to take care of environmental degradation over the passage of time. For this we have to adopt a complete full proof recycling system and their complete disposal so that environment and society should not get harm by the outcome process.

**Hotel Industry:** - Hotel industry is one of the fastest growing service industry throughout world which provides accommodation, food, and beverage and clean and hygiene environment to their guest. Hospitality means providing guest home away from home. There is an important relationship which is coming out on those places where tourism activities are increasing. Hotel industry adopts toughest environmental protection laws right from the construction of a hotel to the disposal of waste material in such a manner so that the minimum degradation of environment occurs. Moreover another factor which plays a vital role in the overall process is minimizing the operating cost by using latest technology. It has become a trend in hotel industry to adopt the latest upgraded technology like biometric, sensors, dustbin, dome cameras, security locks, theft alarms, fire detection technology etc.

Corporate Social Responsibility in case of hotel industry is widely accepted because hotel has to provide memorable experience to their guests. To maintain this experience hotel have to change their policy to adopt sustainability principles on every aspect whether preparing food by less use of electricity or gas, providing clean and hygienic environment by less affected chemical. For this purposes hotels have to train the employees periodically for their personal and professional growth. For a long term growth hotel must train and retain its manpower periodically. Hotel should also provide transport facility, accommodation to their employees, reasonable cost of food. Clean and hygiene environment not only to guest but also to employees so that their morality will remain with hotel over the period of time. To develop this culture hotel need to adopt corporate social responsibility in a practical sense so that every hotel employee has to follow the work culture of hotel as per international standard basically aimed at sustainability, cost management, equal opportunity prodders as well as equal chances to grow over the period of time in a professional manner.

**Literature Review:** - It the most important aspect of any research, Literature review is helpful is providing gap in the study but at the same time it is providing us direction and various dimensions of the particular aspect. In this research article various hospitality units document, reports is reviewed to understand the concept of Corporate Social Responsibility.

**Marriott International:** - Marriott International, Inc. (NASDAQ: MAR) is an American diversified hospitality company that manages and franchises a broad portfolio of hotels and related lodging facilities. Founded by J. Willard Marriott, the company is now led by President and Chief Executive Officer Arne Sorenson. Today, Marriott International has more than 4000 properties in over
80 countries and territories around the world. Marriott International has given a new dimension to SERVE in the form of S->Shelter and Food E->Environment R-> Readiness for Hotel Careers V->Vitality of Children E-> Embracing diversity and people with disabilities explain the world largest lodging firm define Corporate Social Responsibility as:

1. Define basic concepts of CSR and how a company can apply these in its internal practices as well externally with a variety of partners.

2. Describe the TBL (Triple bottom later) approach to sustainability in lodging operations in terms of the interconnections between the economy, the natural environment, and the social and cultural realm, and specifically CSR.

3. Explain best practices for CSR that can be implemented in lodging operations.

4. Identify opportunities and challenges and take part in the balancing the TBL approach to practicing sustainability in lodging operations, particularly while embracing CSR throughout an operation.

5. Suggest additional sustainability practices that would be useful and desirable in the future in lodging operations.

**Accor Hotel:**

Accor S.A. is a French hotel group, founded in 1967, which operates in 92 countries. Headquartered in Paris, France, the group owns, operates and franchises 3,600 hotels on 5 continents representing several diverse brands, from budget and economy lodgings to luxurious accommodations in exotic locales.

Accor hotels are committed to providing healthy responsible eating and prevent disease, To protect nature reduce of water, expand water recycle, reduce our CO₂ emission and protect biodiversity, to understand the importance of innovation promote sustainable building, encourage eco-design. For Local support responsible purchasing practices, protect eco system, support employee growth and skills are important aspects of Accor hotel world widely.

The first level initiates projects for the groups.

The second level assists development and support of the projects in various areas such as HR, Marketing, Purchasing, Design, and technology.

The sustainable development department relies on networks consist of about hundred agents all over the world. These agents facilitate the integration of sustainable development into the group’s daily operations. They also guarantee the consistency of the group’s policy in all its activities.

CSR activities concentrate on enhancing the social and economic status of countries, regions, and cities where the company is present. Although no annual CSR report is published, the company's web site, human resources report and annual report highlight its core CSR programmes in the areas of environment, employees, charity and the local community.

To support local sustainable and employee based solidarity projects, Accor established the Accor Foundation in 2008. Given a budget of EUR 5 million (USD 7 million) for five years, it has made contributions to various initiatives in 23 countries. To be supported, projects must meet one of the four fields of intervention: local know, how; training and employment; culture and heritage; or humanitarian and emergency.

**Hilton Worldwide:**

Hilton Worldwide (formerly, Hilton Hotels Corporation) is an American global hospitality company. It is owned by the Blackstone Group, a private equity firm. As of August 2012 Hilton brands encompass 3,897 hotels with over 642,000 rooms in 91 countries. Hilton is ranked as the 38th largest private company in the United States by Forbes. This property believed in creating opportunities for Striving to be an employer of choice, Fostering diversity and inclusion, Providing workforce development and career pathways and supporting educational and life skills programs for young people. It believe in strengthening communities to contributing to local economies, Providing for basic needs and disaster relief and supporting human rights, Hilton celebrates culture by Facilitating commerce through travel and tourism, providing cultural experiences and preserving cultural heritage and living sustainably by managing efficiency and performance of our natural resources, investing in partnerships that support restoration and awareness.

**Hyatt Hotel:**

Hyatt Hotels Corporation is an American international company and operator of hotels. The Hyatt Corporation was born upon purchase of the Hyatt House, at Los Angeles International Airport on September 27, 1957. As of March 31, 2013, Hyatt Corporation's worldwide portfolio consisted of 508 properties. The Corporate Responsibility (CR) Council leads the integration of Hyatt’s environmental and social commitments into our business objectives, daily operations and broader risk management program. The council consists of a cross-functional group of corporate and divisional leaders representing all operational functions as well as corporate communications, brand marketing, global human resources, innovation and risk. Led by our vice president of corporate responsibility, the CR Council reports to the CEO and chief human
resources officer, and has executive sponsors in every division of global operations. With an organizational structure that emphasizes cross-functional accountability and communication, the CR Council delivers on Hyatt’s commitment to responsible business practices as defined by Hyatt Thrive and works to integrate our commitment to environment and society into business strategy and the daily operations of our hotels. InterContinental Hotels Group:- InterContinental Hotels Group or IHG is a British multinational hotels company headquartered in Denham, UK. It is the largest hotel company in the world measured by rooms (with 687,000 as of February 2014), and has over 4,600 hotels across over 100 countries. Of the 4,602 hotels, 3,934 operate under franchise agreements, 658 are managed by the company but separately owned, and 10 are directly owned. InterContinental Hotels Group (IHG), the largest hotel company in the world, launched its Green Engage program when the company assessed its environmental footprint and realized that energy represented its second largest cost. IHG also identified water and waste as environmental and social issues with significant shared value potential. The objective was to provide a detailed ranking of all possible shared value opportunities in terms of returns to IHG as well as its franchises. Areas with high environmental impact and return were clearly distinguishable from other areas popular with the general public, such as solar energy, which yielded fewer reductions in emissions or economic value. Shared value measurement has been instrumental in driving Green Engage to achieve resource efficiencies and cost reductions across hundreds of hotels. Through measurement, IHG gained a rich understanding of the relative shared value potential of program adopters. The program has helped to create substantial reductions in hotel operating costs, including energy savings of up to 25 percent at individual sites. Corporate responsibility (CR) is central to the way we do business. Acting responsibly creates value for our brands while helping our hotels to manage costs, drive revenue and be prepared for the future. It also keeps us in tune with the thinking of our stakeholders, and supports our mission to champion and protect IHG’s trusted reputation. Doing the right thing reinforces trust in our brands, builds competitive advantage and strengthens our corporate reputation. With over 4,400 hotels worldwide and more than 1,200 in the pipeline, we have a tremendous opportunity to help make tourism responsible, from the energy we use to the economic opportunities we create in the communities where we operate. We work to achieve this by treating CR as a strategic business issue, and an integral part of our Vision to become one the world’s great companies through our core purpose, Great Hotels Guests Love.

ITC Hotel:- ITC Limited entered the hotel business on October 18, 1975, ITC hotels currently owns and operates 100 hotels in 75 destinations. ITC takes corporate social responsibility as a believer in his corporate strategy which embraces societal development as an integral part of our mission of wealth creation for our stakeholders ensures the long term sustainability of our business enterprise. ITC major focus in corporate social responsibility in the areas economic, environmental and social aspects. ITC is the only company in the world to be carbon, water and recycling positive and winner of various international prizes in corporate social responsibility with greenest luxury hotel chain in world.

Shangri-La Hotel:- Hotel focus CSR in the form of environment where Shangri-La 37 hotels are ISO14001, 6.79% of CO2 emission per guest from 2009 to 2010, target of 20% energy consumption reduction by 2015. Shangri-La hotels focus on supply chain 86% hotels having low temperature laundry and green housing. Stakeholder relations 77% hotel support education program through “embrace”, 91% of Shangri-La employees respond favourably to the company CSR activities with 2% of every hotel’s permanent headcount are people with disabilities(PWD).

Oberoi Group:- The Oberoi Group, founded in 1934, employed about 12,000 people worldwide and owned and managed about thirty hotels and five luxury cruisers as of 2012. The Company is engaged in a number of community development and social service efforts. During the year under review the Company has supported education for underprivileged children as the cornerstone of its future Corporate Social Responsibility.

The Company contributed to the Commonwealth Human Rights Initiative, an organization working for the realization of human rights in Commonwealth countries, to “Save our Tigers Campaign” of the Wildlife Conservation Trust, and to Purbachal Udayan Sangha for books and medicines to needy women and children.

The Oberoi, New Delhi supports the Blind School through various activities like voice donation by employees to create audio textbooks. The Trident, Bandra Kurla supports St. Catherine’s of Sienna Orphanage through voluntary contribution by the employees.

The Trident, Nariman Point and The Oberoi, Mumbai host fund raising events besides partnering the Terry Fox Run and the Mumbai Marathon, the proceeds of which go to charity. The Oberoi, Bangalore organizes lunch and entertainment for children and senior citizens of the Cheshire Home Trust on Christmas and Independence Day.

Udaivilas provides professional training to underprivileged people of the locality in tailoring,
cooking, cleaning and gardening. Contributions of linen, uniforms and food are made to NGOs by most hotels.

On environment conservation, all Oberoi and Trident hotels have undertaken water harvesting, water re-cycling and energy saving initiatives. The Oberoi, Vanyavilas is involved in the conservation of wildlife at the tiger reserve and has instituted the Oberoi Scholarship Award, forest guard insurance and waterhole filling to enrich the life of forest guards and their families and to protect the environment. The Oberoi, Bangalore works with an NGO to clean sections of the Mahatma Gandhi Road. Wildflower Hall supports a primary health centre at Kufri by donating medical equipment. A number of the Company’s hotels are involved in planting trees to enrich the environment in their proximity.

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**Carlson Rezidor Hotel Group:** - Carlson Rezidor Hotel Group is an international hotel company, with headquarters in Minneapolis and Brussels, Belgium. The Carlson Rezidor Hotel Group includes more than 1,300 hotels in operation and under development in over 100 countries, employing over 88,000 staff. It is the world’s tenth largest hotel group. As per 2010 report is awarded one of the world’s most ethical company the energy consumption of Rezidor hotels consists primarily of electricity, district heating, heating oil, natural gas, and LPG gas with 22% of hotels using renewable energy to varying degrees. Energy costs as a share of Rezidor’s total costs is 5.7% (5.6), and during 2010 we spent TEUR 29,494 (25,658) on energy related costs for leased hotels. Living & Leading Responsible Business training and an increasing proportion of eco-labelled hotels contributed to greater energy efficiency in 2010. However, due to a significant rise in occupancy during the year, our traditional performance indicator energy per metre squared shows a slight increase.

In order to reflect the growing importance of water conservation in 2010 Rezidor adjusted hotel water reporting to include all water used on site. Water for outdoor leisure facilities and irrigation is now taken into account across all regions. Thus, although water consumption per guest night decreased by an outstanding 9% for Park Inn by Radisson, we see a slight increase for Radisson Blue which has more resort properties. We are proactively seeking to reduce our residual waste which would otherwise be sent to landfill or incineration. As part of Living Responsible Business training, employees are trained in waste management and the waste hierarchy: Reduce, Reuse, Recycle; and are empowered to make improvements where they see fit. 87% of hotels have a dedicated waste-sorting area while 66% of hotels have waste-sorting equipment on housekeeping trolleys. 67% of hotels return packaging to suppliers while 40% of hotels provide escorting facilities for guests in public areas. We also aim to purchase products that generate minimal waste through setting central and regional purchasing policies and avoiding disposable items as much as possible. For example 94% of hotels have refillable amenity dispensers in public washrooms. In 2010 we saw a 12% reduction in waste per guest night at Radisson Blue properties while at Park Inn by Radisson hotels the reduction was 8%.

**Taj GVK Hotel:** TAJGVK Hotels & Resorts Limited (TAJGVK) is a joint venture, formed through a Strategic Alliance, between the Indian Hotels Company Limited (IHCL) and the Hyderabad based GVK Group in the year 1999/00. GVK Group is a Hyderabad based multi product and multi-location business conglomerate with several integrated companies in India and abroad. IHCL is a TATA enterprise with a chain of hotels owning the Taj Group of Hotels and manages and operates various hotels across the country and abroad. GVK has established itself as a premium hospitality leader with six TAJGVK properties in Hyderabad, Chandigarh and Chennai having a total key base of 1093. These include Taj Krishna, Taj Deccan, Taj Banjara and Vivanta by Taj in Hyderabad, Taj Chandigarh in Chandigarh and Taj Clubhouse in Chennai. GVK is also setting up hotel projects in the cities of Mumbai and Bengaluru. GVK believes that its leadership stature goes beyond business success, in terms of numbers and figures. Believing in this, GVK has initiated its Corporate Social Responsibility (CSR) through GVK Foundation. GVK Foundation has thus, extended initiatives in various areas like providing emergency response services, housing for underprivileged people, education, health and hygiene, community based programs, empowerment and entrepreneurship development, arts, music, sports and a number of other socioeconomic and cultural activities.

GVK’s efforts towards a greener planet are reflected in its environmental and sustainable development initiatives which form an integral part of its mainstream business.

**NH Hotel:** - NH Hotels (officially NH Hotels SA, BMAD: NHH) is a Spanish-based hotel chain headquartered in Madrid. NH offers moderately priced and modern-furnished hotel rooms and lobbies, located primarily in Europe, Latin America, and Africa. NH Hotels ranks third in the European ranking for business hotels. The group has 347 hotels with over 53,000 rooms. NH Hotels currently has 54 projects for new hotels under construction, which would add almost
MGM Resort: - MGM Resorts International (NYSE: MGM) is a Paradise, Nevada based gaming and hospitality company. It is the second largest gaming company in the world by revenue—about $6 billion in 2009. It owns and operates 15 properties in evada, Mississippi, and Michigan, and has 50% investments in four other properties in Nevada, Illinois and Macau, China.

As far as MGM resort responsibility expresses our sense of moral obligation, we are keenly aware that our social responsibility initiatives will enhance our global competitiveness and position our Company for long-term economic growth. Our ability to survive and prosper is of course dependent upon our preservation of the invaluable resources of this great earth. It is simply elemental that environmental sustainability is the foundation of humanity’s future. Sustainability in our operations and practices is a catalyst to business efficiency and effectiveness, and ultimately higher margins.

The creation of not just better performance but iconic excellence – lies in the vast reservoir of talent of our extraordinary employees, and our realization of the full potential of their creativity. In 2011 we introduced our People Philosophy of Engage, Invest In and Inspire to fuel the engine of our people power. Diversity, inclusion, teamwork, leadership and engagement – are all potent drivers of the continuous improvement and breakthrough thinking that propel innovation.

At the same time, we are more than just an employer in the communities where we operate – we are an enduring part of the fabric of our locales and regions. Our community framework, physical and social, shapes the quality of our lives and our customer experiences. Contributions we make to strengthen our communities today are investments in our shared future of tomorrow.

Mandarin Oriental Hotel Group: - Mandarin Oriental Hotel Group operates, or has under development, 41 hotels representing over 10,000 rooms in 27 countries, with 18 hotels in Asia, 12 in The Americas and 12 in Europe and North Africa. In addition, the Group operates, or has under development, 13 Residences at Mandarin Oriental, connected to the Group’s properties. The group delivering excellence through training and education, we are empowering our colleagues to make decisions that are environmentally and socially responsible. Management responsibility is assigned and resources are allocated to implement and review performance of corporate responsibility policy commitments and objectives. Stakeholders are consulted and their feedback is solicited to continuously improve our performance. Stakeholders are consulted and their feedback is solicited to continuously improve our performance. The Group and our hotels partner with members of their local communities, the hotel and tourism sector, government and non-government organisations to achieve broader sustainability goals. The Group will effectively measure and monitor the environmental footprint of all our operations to publicly report on our progress. The Group is incorporating environmental management systems and best practices into our hotel operations to continuously improve performance. Our properties will employ sustainable building principles throughout the life cycle of the building—sitting, design, development, maintenance and refurbishment—wherever practicable. The Group will develop sustainable supply chain management guidelines to ensure that environmental criteria are taken into account in all purchasing decisions. Innovation and technology are used to gradually reduce our dependence on fossil fuels and improve resource efficiency in all areas of our operation.

All colleagues are encouraged to participate in projects that contribute to the well-being of the communities in which they operate: projects that help those in need; preserve cultural heritage; conserve natural resources and restore habitats.

Park Plaza Hotel: - There are currently more than 38 hotels and apart hotels, with nearly 7,000 rooms in the Group’s portfolio. By the end of 2012, the Groups’ committed projects and territorial franchise agreements are expected to increase the number of rooms to over 13,000. Park Plaza Hotels has a commitment to implement both mandatory (must do) and optional (encouraged) initiatives in all our hotels, as outlined in the CSR grid on the opposite page. The rationale for recommending both mandatory and optional policies is to ensure a minimum and consistent level of commitment is adhered to whilst also encouraging further optional initiatives where physically possible given the unique nature of each hotel and its local environment.

These initiatives covered 10 areas within the hotel where a significant difference can be made:

1. Water
2. Electricity
3. Heating
4. Purchasing
5. Waste Management
6. Learning and Development
7. Community
8. Charity
9. Corporate Travel
10. Guest Communication

Awareness about sustainability—a issue—which referred originally to the natural environment but now also covers the social, economic and cultural spheres as well as the built environment—also developed significantly over those 30 years. Today, most governments, international development agencies, trade associations, academic institutions and non-governmental organizations acknowledge that, without sustainability, there cannot be development that generates benefits to all stakeholders, solves serious and urgent problems such as extreme poverty, and preserves the precious natural and man-made resources on which human prosperity is based.

Conducting our business in a sustainable and ethical way, without compromising any comfort or quality for our guests, is part of our fixed agenda. We continue to invest in new methods and practices that save water, preserve energy and recycle. In addition, we actively participate in local community projects and have ongoing charitable commitments which we are proud to be part of our CSR Policy.

**Trend Analysis: -** After deep understanding of corporate social responsibility it is very much clear now that all hotels are ready to adopt corporate social responsibility in their top of the list because it is the need of time, pressure from government, local authority, local host community that utilisation of resources should be done in proper manner so that acceptability of the corporate social responsibility will be accepted on wider spectrum. All listed hotels are focusing on CSR for retaining their employee in their organization for long period.

**Conclusion: -** In today scenario Corporate Social Responsibility is an important aspect for hospitality industry, all over world hospitality industry is growing at very fast pace to keep this momentum in a control form all big hotels chains property is looking forward to accept CSR in the benefit of natural resource, host community, employees, culture on a vast level. CSR in not a burden on hospitality industry because it focus on utilization of resources in such a manner so that effect on environment, society can be minimized. To maximize the reach of CSR involvement of local host in form of job, social and cultural form will create a positive image of the industry. Adoption of latest technology on all level will reduce the power consumption that will reduce operating cost and increase the revenue of hotel over the period of time.

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