

# Ranking CSR policies and practices from international hotel groups

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STEPS	WHAT WE DID
1. POLICY ANALYSIS	Company websites and internal docs Public controversies
2. HEAD QUARTERS	Survey- delays, 1 poor response, 1 no response
3. FIELD VISITS	2-3 per group, South Europe, Mexico, Thailand
4. FEEDBACK	Score assessments on policy and on practice Hotel visit reports sent to hotel groups

# Areas of research

CORPORATE POLICIES	Endorsement of International key conventions
	Resources for CSR
	Staff training program on sustainable issues
	CSR management systems (MS)
	Independent certification of sustainability practices
LABOUR ISSUES	Policy on working conditions
SOCIO ECONOMIC ISSUES	Ethical, green and local purchasing policy
	Policy on social impacts at the destination
ENVIRONMENTAL ISSUES	Environmental policy
	Carbon footprint monitoring
CUSTOMER ENGAGEMENT	Accessibility for wheelchair customers
	Dietary needs
	Customer sustainability education
TRANSPARENCY	Cooperation with the survey
	CSR reports

# The rankings

Source: Konsument, March 2011

		CORPORATE	LABOUR ISSUES	SOCIO ECONOMIC	ENVIRONMENTAL	CUSTOMER	TRANSPARENCY	Total (0-100)
1º	ACCOR	B	B	B	A	B	A	79
2º	SOL MELIA	C	B	B	B	C	A	66
3º	MARRIOTT	C	B	B	B	C	A	66
4º	CARLSON	C	B	B	B	C	B	65
5º	IHG	C	A	B	C	D	A	64
6º	STARWOOD	C	B	C	A	D	B	64
7º	BARCELO	C	C	C	C	C	A	52
8º	HILTON	C	D	D	C	D	B	41
9º	IBEROSTAR	E	E	D	D	D	B	31
10º	RIU	E	E	E	E	E	E	6

# CORPORATE POLICIES

- Endorsement conventions not translated to evidence
- CSR nominee either chief engineer or hotel manager
- Environmental training yes, socio-eco no (ECPAT as exception)
- Management system data environmental only, variable quality
- Inward looking policies, little acceptance of impacts on destination

# LABOUR ISSUES

- Obvious HR not integrated with CSR
- Local legal compliance as the standard answer (in many places negotiated by labour unions)
- High on ILO core conventions scores
- Legal minimum, not living wages

# SOCIO-ECO ISSUES

- Policy on social impacts at the destination
  - Marriott and Intercontinental with policies on monitoring loss of natural resources
  - Philanthropy at group level, of varying quality
  - Locally some hotels go further, voluntarily
  - ECPAT endorsement

# ENVIRONMENTAL (1/2)

- Mainly water and energy. It shows current inefficiencies, luxury consumption and waste
- Health and safety prevails
- Solid waste through local pressure (but not gone upstream)
- Some water re-usage and liquid waste
- Poor biodiversity policies, worse implementation



# ENVIRONMENTAL (2/2)

- Carbon footprint monitoring  
Extension of the energy management policy
- Calculations of in house emissions not on supply chain
- Actions linked to ecosavings (for now)

# CUSTOMER ENGAGEMENT (2/2)

- Accessibility- little beyond legal compliance. Few that do have loyal customers.
- Celiac provision. Buffet approach to food management.
- “Do not disturb” the customer with education and recycling involvement (Accor and Marriott go further)

# TRANSPARENCY

- Cooperation with the survey
  - Group discussions with 5 hotel groups
  - Summer data collection
  - 1 field visit not allowed (Hilton)
- CSR reports
  - 4 out of 10 GRI checked reports

# GET MORE INFORMATION

- 1. Austria: Verein Fur Konsumenteninformation - <http://www.konsument.at>
- 2. Belgium: Association Belge des consommateurs Test-Achats - <http://www.test-achats.be/>
- 3. Denmark: Taenk/Forbrugerraadet (Danish Consumer Council) - <http://www.taenk.dk/>
- 4. Finland: Kuluttajavirasto - <http://www.kuluttajavirasto.fi/>
- 5. Italy: Euroconsumers Servizi SRL - <http://www.altroconsumo.it/>
- 6. Portugal: DECO-Proteste Editores LDA - <http://www.deco.proteste.pt/>
- 7. Spain: OCU-Organización de Consumidores y Usuarios Ediciones SA - <http://www.ocu.org/>
- 8. Sweden: Rad & Ron - <http://www.radron.se/>
- 9. Switzerland: Fédération romande des Consommateurs - <http://www.frc.ch/>

