

# The 2<sup>nd</sup> Greater China Hotel

# Business Sustainability Index



Hotel Business  
Sustainability Index  
酒店業可持續發展指數



# PRESENTED BY

- Organizer:

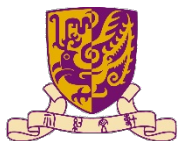
Centre for Hospitality and Real Estate  
Research (CHRER)

An affiliate of the School of Hotel and  
Tourism Management (SHTM), CUHK

- Technical Partner:

SGS Hong Kong

The world's leading testing, inspection  
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School of  
Hotel & Tourism  
Management

The logo for SGS, consisting of the letters "SGS" in a bold, sans-serif font, with a vertical orange line to the right and a horizontal orange line below.



# **WHAT IS BUSINESS SUSTAINABILITY INDEX?**



# Introduction of BSI

REFLECTIVE <sup>02</sup>



**ANNUAL CSR  
PERFORMANCE  
ASSESSMENT**

Reflects the performance of  
the financial year of 2019- 2020  
or the calendar year of 2020

TRANSPARENT



**OPEN  
INFORMATION**

Based solely on publicly available  
information, including Sustainability/  
ESG/ Annual report

ACCOUNTABILITY



**STAKEHOLDER  
PERSPECTIVE**

Evaluate the practices  
towards 7 key  
stakeholder groups

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Inspire companies to

**ADOPT CSR AS A  
BUSINESS MODEL**

Enhance

**CSR PENETRATION  
& CAPACITY**

**OBJECTIVE**

Encourage

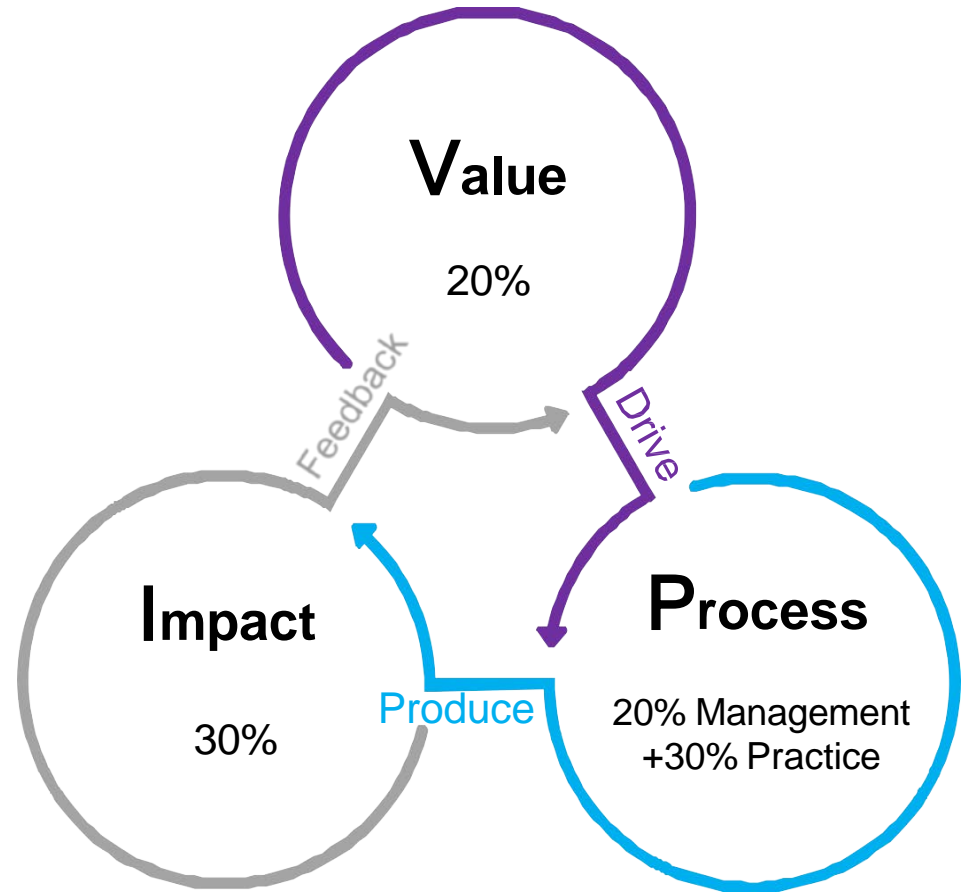
**TRANSPARENCY**

Provide

**REGIONAL  
BENCHMARK**

# METHODOLOGY

- **Value**
  - A philosophical orientation of a responsible organization reflected in vision and mission statements that indicate a well-defined sense of direction that the firm will take.
- **Process**
  - Reflected in management skills, including planning and coordinating; the practices employed balance stakeholders' interests.
- **Impact**
  - The influence a business's activities have on society, the environment and various stakeholders.



**The VPI Model**



# 6 Tiers of Achievements



Score Below 50

Score 50-59

Score 60-69

Score 70-79

Score 80-89

Score 90-100



**Towards Sustainability**

# 2<sup>nd</sup> HOTEL BSI RESULT HIGHLIGHT

YEAR OF OBSERVATION: 2019-20



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# HOTEL BSI

Since

**2021**

**11**

Hong Kong Based

**9**

International Chain

Assessed

**38**

Listed Hotel Companies

**6**

Mainland China Based

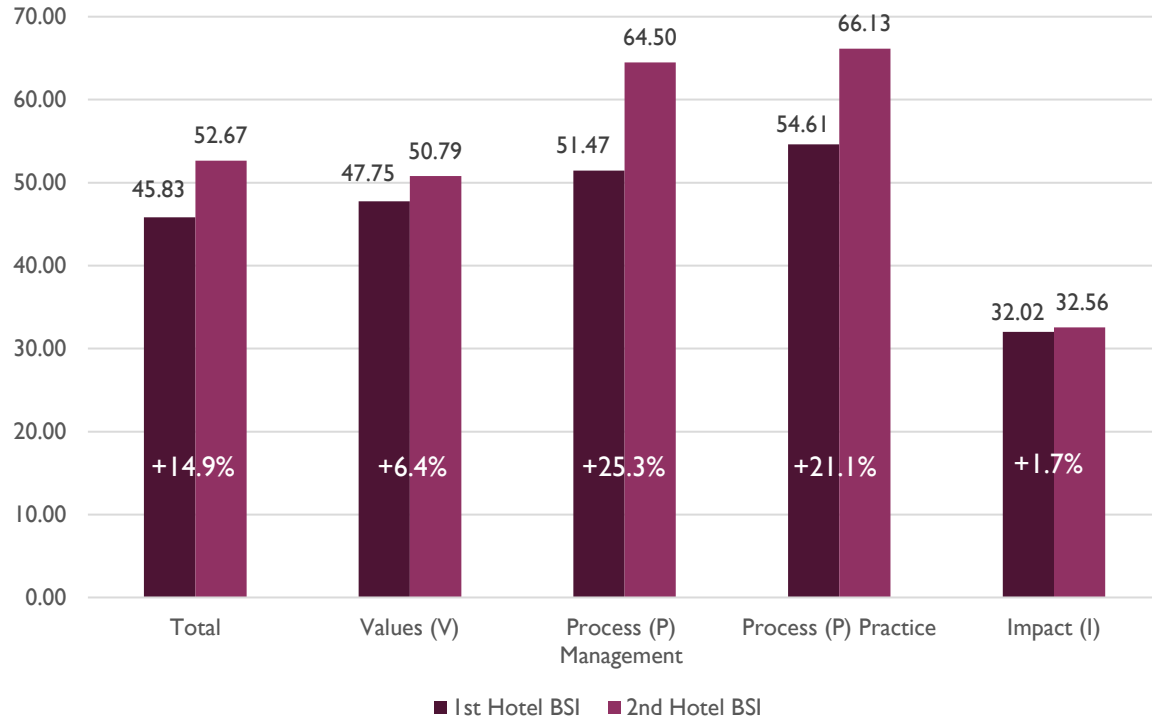
**7**

Taiwan Based

**5**

Macau Based

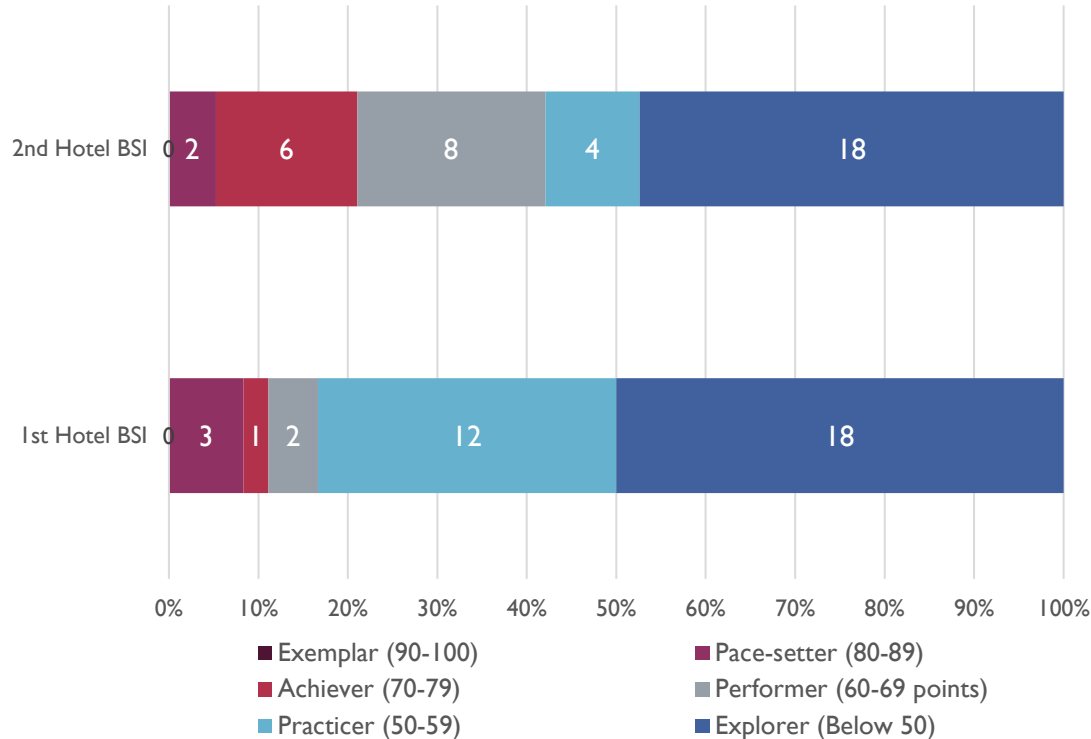
# OVERALL SCORE



- The overall score increased by 14.9% compared with 1<sup>st</sup> Hotel BSI.
- There significant increase is contributed by the vast improvement in the area of management and practice.

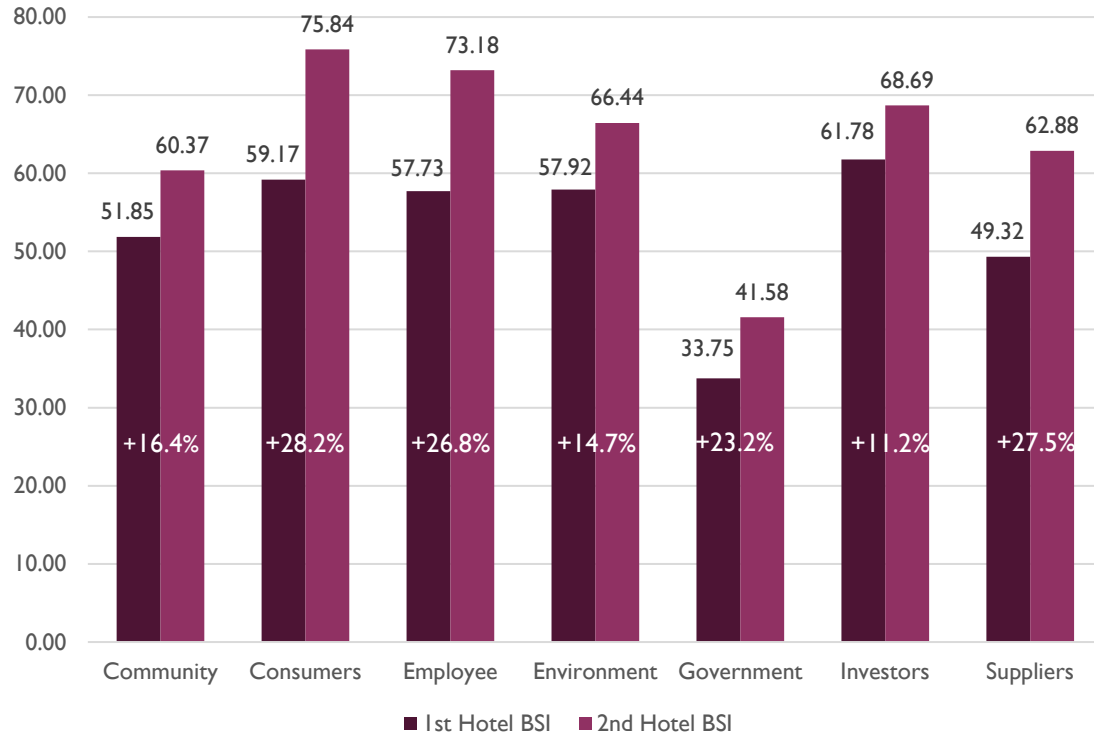
	Mean	S.D.
<b>Total Score</b>	52.67	17.70
<b>Value</b>	50.79	25.84
<b>Process -Management</b>	64.50	21.00
<b>Process - Practice</b>	66.13	18.42
<b>Impact</b>	32.56	19.90

# RATING DISTRIBUTION



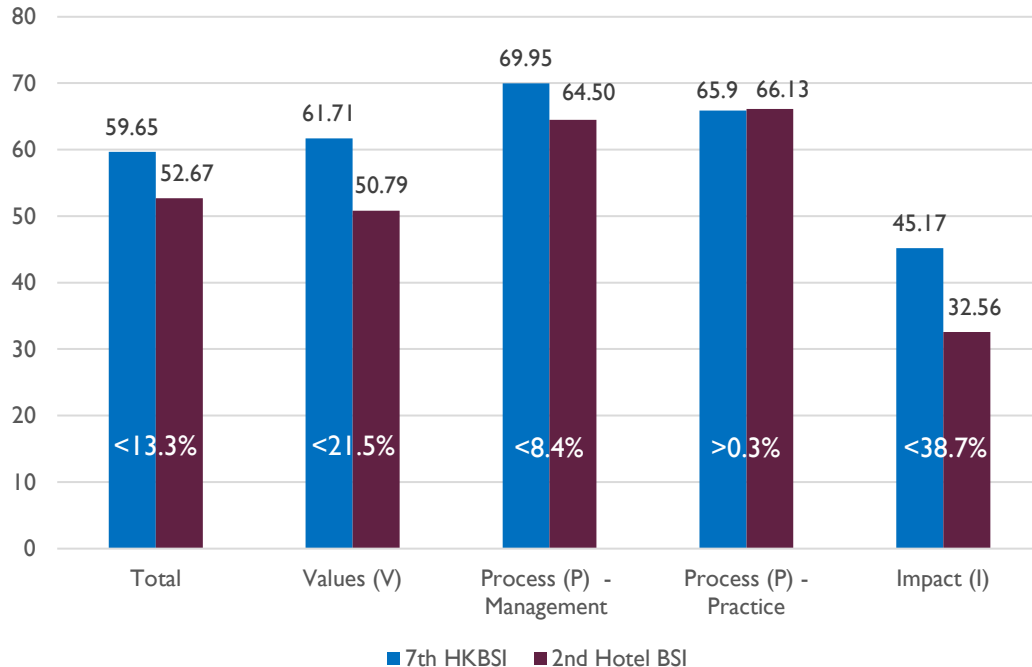
- **42%** of constituents reach the tiers of **Achiever or above** (scored 70 or above), compare with only **17%** in 1<sup>st</sup> Hotel BSI.
- There is no constituent reaching the tier of **Exemplar**.

# STAKEHOLDER PATTERN



- An overall improvement in meeting the requirements of 7 stakeholder groups.
- Performance in meeting regulatory requirements is falling behind.

# OVERALL SCORE – 7<sup>TH</sup> HKBSI VS 2<sup>ND</sup> HOTEL BSI



- Except in the category of Process (P) – Practice, constituents in 2<sup>nd</sup> Hotel BSI were outperformed by the 7<sup>th</sup> HKBSI constituents, implying opportunities for further improvement.
- The gap is most significant in the area of Impact.

# 2<sup>nd</sup> HOTEL BSI COMPANY RANKING



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# TOP 10 in 2<sup>ND</sup> HOTEL BSI

(In Alphabetical Order)

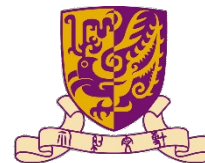
- Accor SA
- Galaxy Entertainment Group Limited
- Hilton Worldwide Holdings Inc.
- Marriott International, Inc.
- Meliá Hotels International, S.A.
- MGM China Holdings Limited
- Miramar Hotel & Investment Co. Ltd.
- Sands China Ltd.
- Sino Hotels (Holdings) Limited
- Wynn Macau Limited



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# 38 CONSTITUENTS

\*in alphabetical Order

Stock Code	Constituents
EPA: AC	Accor SA
HKEX: 0292	Asia Standard Hotel Group Ltd.
HKEX: 0105	Associated International Hotels Limited
SHA: 600258	BTG Hotels (Group) Co., Ltd.
TAIEX: 2722 TT	Chateau International Development Co., Ltd.
NYSE: CHH	Choice Hotels International Inc.
HKEX: 0296	Emperor Entertainment Hotel Ltd.
HKEX: 0037	Far East Hotels & Entertainment Ltd.
TAIEX: 2712 TT	Farglory Hotel Co., Ltd.
TAIEX: 2748 TT	FDC International Hotels Corporation
TAIEX: 2706 TT	First Hotel Company Limited
TAIEX: 2707 TT	Formosa International Hotels Group
HKG: 0027	Galaxy Entertainment Group Limited
NYSE: HLT	Hilton Worldwide Holdings Inc.
HKEX: 0045	Hongkong & Shanghai Hotels
SHE: 428	Huatian Hotel Group Co., Ltd.
HKEX: 1179	Huazhu Group Limited
NYSE: H	Hyatt Hotels Corporation
LON: IHG	InterContinental Hotel Group

Stock Code	Constituents
SHA: 601007	JinLing Hotel Corporation Limited
HKEX: 1270	Langham Hospitality Investments Limited
TAIEX: 2705 TT	Lefoofo Tourism Group
HKEX: 0201	Magnificent Hotel Investments Ltd.
NASDAQ: MAR	Marriott International, Inc.
NASDAQ: MLCO	Melco Resorts & Entertainment Limited
BME: MEL	Meliá Hotels International, S.A.
HKG: 2282	MGM China Holdings Limited
HKG: 0071	Miramar Hotel & Investment Co. Ltd.
HKEX: 0078	Regal Hotels International Holdings Ltd.
HKG: 1928	Sands China Ltd.
SHA: 600754	Shanghai Jin Jiang International Hotels Co. Ltd.
HKEX: 0069	Shangri-La Asia Limited
HKEX: 1221	Sino Hotels (Holdings) Limited
HKG: 0880	SJM Holdings Limited
TAIEX: 2704 TT	The Ambassador Hotel
HKEX: 0169	Wanda Hotel Development Company Limited
NYSE: WH	Wyndham Hotels & Resorts Inc.
HKG: 1128	Wynn Macau Limited



# CONNECT WITH US

## About School of Hotel and Tourism Management, CUHK

Established in 1998 to address the complex requirements of the tourism industry in Hong Kong and Asia, the School of Hotel and Tourism Management (SHTM) produces entrepreneurs and leaders who can harness a profound understanding of international trends to bring innovation to the hospitality, tourism, and real estate industries. Our unique programme integrates a strategic business education with a focus on hospitality and real estate, providing an ideal balance between theory and practice.

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