

# Corporate Social Responsibility and Sustainability Initiatives of Multinational Hotel Corporations

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**Abstract:** Multinational hotel corporations participating in the capital market have become aware of the significance of disclosures on Corporate Social Responsibilities (CSR) and Sustainability issues. Such development is driven by the external stakeholders and endorsed by the internal ones. Financial regulators around the world appear to embrace the international trend of disclosures about CSR and Sustainability. Through case studies of major multinational hotel corporations operating in Asia and the West, this study examines the emerging emphases of disclosures on CSR and Sustainability matters as a global trend. A spectrum of early-adopters is observed among these multinational hotel corporations. Their attempts to enhance competitiveness through integrated innovation management, enterprise risk management and or public relations management are explored.

**Keywords:** Corporate Social Responsibility, Sustainability, Hospitality Industry, Multinationals, Disclosures