

## **Corporate Social Responsibility: A Case of Rosewood Hong Kong**



Source: Pexels (2024)

### **Background**

Corporate social responsibility (CSR) is becoming increasingly important for businesses nowadays as customers become more aware of the values and causes upheld by brands that they spend their money on. For the obvious reason to promote brand image and attract new customers, many companies have started to integrate CSR practices into their business modules. It is believed that business will also benefit from giving back to the community in which they operate in (Gentinetta, 2020).

With commitment to create positive change by enabling equal access to opportunity, the Rosewood Hotel Group has launched the “Rosewood Empowers” initiative (Rosewood Hotel Group, 2022). As part of the initiative, Rosewood teamed up with the Hong Kong Vocational Training Council (VTC) to offer local youth to gain hands-on experience by working at different locations around the world under the Rosewood Hotel Group global internship program (Rosewood Hotel Group, 2022). The program not only provides valuable insights for local youth who are interested in entering the hospitality and tourism industry in the future but also offers a new source of labour for the hotel. At the same time, inspired by the concept of a “business with purpose”, the hotel’s authentic Italian restaurant, BluHouse, employs members of underserved communities and pledge 1% of the restaurant’s total revenue to support underprivileges in the Tsim Sha Tsui neighbourhood (Rosewood Hong Kong, n.d.).

Additionally, Rosewood Hong Kong has partnered with local non-profit organization ImpactHK to help the grassroots community (Rosewood Hong Kong, 2021). Apart from meal donations, the hotel’s culinary team regularly provides cooking and kitchen skills training at ImpactHK’s new Tai Kok Tsui center (Rosewood Hong Kong, 2021). Furthermore, the hotel

invites guests to be part of the cause by purchasing festive hampers at the hotel's dining outlets, where 5% of the proceeds will go to ImpactHK (Rosewood Hong Kong, 2021). The hotel will also donate a dollar for every guest dining at any of their seven restaurants during the busy festive season (Rosewood Hong Kong, 2021). The campaign aims to provide food and financial aid to grassroots communities amid times of hardship, as well as help them develop skills that will enable them to sustain independent livelihoods.

### **Challenges**

While CSR initiatives are essential practices for hotels nowadays,

- Balancing the distribution of resources between CSR initiatives and core business operations can be difficult.
- Involving the culinary team in external training initiatives may stretch staff capacity daily operations.
- Donating revenue from food and beverage outlets may reduce overall profits, potentially affecting financial performance.
- The competitive edge gained through partnerships may be easily replicated by other brands, limiting Rosewood Hong Kong's ability to maintain a unique position in socially responsible branding.

### **Discussion Questions:**

1. What additional community engagement activities could Rosewood explore to further support underserved communities?
2. Besides purchasing goods that support charitable causes, how can guests be more actively involved in Rosewood's CSR efforts?
3. What measures can be taken to ensure employees remain motivated and engaged in both their regular duties and CSR-related activities?
4. What metrics or key performance indicators (KPIs) should Rosewood use to evaluate the impact and effectiveness of their CSR programs?
5. What innovative or distinctive CSR strategies could Rosewood adopt to sustain its competitive advantage in socially responsible hospitality?

## **References**

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## **Keywords**

- Corporate social responsibility
- Community engagement
- Hotel
- Youth
- Partnership
- Employee involvement

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