

Corporate Social Responsibility in the Hospitality and Tourism Industry

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Chapter 12

Corporate Social Responsibility in Tourism and Hospitality: Relationships and Applications

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ABSTRACT

The chapter integrates the concept of corporate social responsibility and its applications in the field of tourism. At the outset appropriate introductory information followed by a brief outline of historical evolution of CSR is presented, followed by the reflections on various practices carried out by several organisations across the globe intended to leave positive impacts on society and environment, substantiates the chapter structure. The flow of chapter is systematic and language simple for general comprehension. The target audience of the chapter include academicians and industry managers. Various examples from tourism and non-tourism sectors are being used. Selected books for further reading are listed in the end.

INTRODUCTION

Retrospective glance at human evolution would bring conflicts and agreements to sight, portraying the eventual realisation of mutual agreements and collective strides toward progress. Speaking of present, the human civilisation attempts to find its right place and constantly searches for reasons and right ways of existence, the pace may vary yet advancement continues. In the light of the said development corporate social responsibility gains repeated mention. Corporate social responsibility is profoundly realised and researched area on numerous fronts in various industries. Its application to tourism industry is considerably recent owing to its evolutionary phase in disparate countries contexts. The chapter takes the readers from the conceptual understanding of corporate social responsibility, right from initial growth to the present standing. Corporate social responsibility on one hand is compassionate gesture of the profit oriented businesses, on the other it gives them essential edge by creating an emotional space in ordinary people's minds that become indicator of corporate benevolence. Ergo, CSR has actually become a worthy investment niche for enterprises. CSR has now in fact taken shape of an essential

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