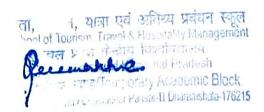
Corporate Social Responsibility in the Hospitality and Tourism Industry

Lipika Kaur Guliani Panjab University, India

Syed Ahmad Rizwan
Tourism Recreation Research, CTRD, India

A volume in the Advances in Hospitality, Tourism, and the Services Industry (AHTSI) Book Series





Published in the United States of America by

Business Science Reference (an imprint of IGI Global)

701 E. Chocolate Avenue Hershey PA, USA 17033 Tel: 717-533-8845

Fax: 717-533-8661

E-mail: cust@igi-global.com Web site: http://www.igi-global.com

Copyright © 2016 by IGI Global. All rights reserved. No part of this publication may be reproduced, stored or distributed in any form or by any means, electronic or mechanical, including photocopying, without written permission from the publisher. Product or company names used in this set are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark.

Library of Congress Cataloging-in-Publication Data

Names: Guliani, Lipika Kaur, 1980- editor. I Rizwan, Syed Ahmad, 1980- editor.

Title: Corporate social responsibility in the hospitality and tourism industry / Lipika Kaur Guliani and Syed Ahmad Rizwan, editors. Description: Hershey, PA: Business Science Reference, 2016. | Includes

bibliographical references and index.

Identifiers: LCCN 2015046865| ISBN 9781466699021 (hardcover : alk. paper) |

ISBN 9781466699038 (ebook: alk. paper)

Subjects: LCSH: Hospitality industry--Social aspects. | Tourism--Social

aspects. I Social responsibility of business.

Classification: LCC TX911.2 .C685 2016 I DDC 338.4/791--dc23 LC record available at http://lccn.loc.gov/2015046865

This book is published in the IGI Global book series Advances in Hospitality, Tourism, and the Services Industry (AHTSI) (ISSN: Pending; eISSN: Pending)

British Cataloguing in Publication Data

A Cataloguing in Publication record for this book is available from the British Library.

All work contributed to this book is new, previously-unpublished material. The views expressed in this book are those of the authors, but not necessarily of the publisher.

For electronic access to this publication, please contact: eresources@igi-global.com.

Chapter 12 Corporate Social Responsibility in Tourism and Hospitality: Relationships and Applications

Vikrant Kaushal Central University of Himachal Pradesh, India

Suman Sharma Central University of Himachal Pradesh, India

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

DOI: 10.4018/978-1-4666-9902-1.ch012

Jean, School of Tourism Tanal Management in of leavenir form at the state permission of IGI Global is prohibited.
Central and early Office great Academic Block