
Understanding the Sustainable Development of Tourism

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Corporate Social Responsibility in Tourism

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Corporate Social Responsibility in Tourism

Camelia Tepelus

Rationale

This chapter addresses the development of corporate social responsibility (CSR) as a paradigm supporting sustainable tourism development. It aims to provide students with an understanding of the theoretical fundamentals of the CSR concept, its evolution and applications to the tourism sector. After describing CSR origins and typologies, the chapter presents aspects of CSR integration in the enterprise's core operations, and reviews the manner in which CSR has been reflected in tourism development in recent decades.

The questions analysed in this chapter concern the boundaries between a tourism enterprise's legal responsibilities and the CSR commitments it may consider assuming voluntarily. Is it in a company's interest to go beyond legal requirements and obligations stemming from collective agreements in addressing other societal needs? If not, should the company address such needs as part of its operations anyway?

Learning outcomes

Upon completing this chapter, the student should be able to:

- ◆ Explain the meaning of CSR and in particular as it applies to sustainable tourism development
- ◆ Describe different theories supporting the introduction of CSR in business
- ◆ Discuss the roles of stakeholders in tourism CSR, and critically identify potential conflicts of interest
- ◆ Explain the role of CSR and its potential from a tourism marketing perspective
- ◆ Identify stakeholders who can drive CSR towards sustainable tourism development.

Conceptualisation

CSR, also called corporate citizenship, has recently become the umbrella term describing the contribution of the business sector to sustainable development. Corporate social responsibility is the concept 'whereby companies integrate social and environmental concerns in their business operations and in their interactions with their stakeholders on a voluntary basis' (European Commission, 2006).

Two of the defining characteristics of CSR are:

Chapter extract

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