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Friends, together, we can achieve a new phase of globalization - one that creates inclusive and sustainable markets, builds development and enhances international cooperation. We each have a responsibility in moving our agenda forward. (Ban Ki-moon, Secretary General of the United Nations, Closing Remarks at the UN Global Compact Leaders Summit, Geneva, 6 July, 2007)

TRAVEL, TOURISM, AND HOSPITALITY INDUSTRY

Travel and Tourism forecasts over the next ten years also look extremely favourable, with predicted growth rates of over 4% annually that continue to be higher than growth rates in other sectors. Capitalising on the opportunities for this Travel & Tourism growth will, of course, require destinations and regional authorities, particularly those in emerging markets, to create favourable business climates for investment in the infrastructure and human resource support necessary to facilitate a successful and sustainable tourism sector. At the national level, governments can also do much to implement more open visa regimes and to employ intelligent rather than punitive taxation policies. If the right steps are taken, Travel & Tourism can be a true force for good (SCOWSILL, 2014). But at the same time it is time to step back and look at CSR initiatives in Hospitality and Travel as this mass phenomenon has potential to change this world for good and bad, CSR can be a tool for doing good.

CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives (“Triple-Bottom-Line- Approach”), while at the same time addressing the expectations of shareholders and stakeholders. In this sense it is important to draw a distinction between CSR, which can be a strategic business management concept, and charity, sponsorships or philanthropy. In times past, the “social responsibility” was related to philanthropic practices. Andrew Carnegie, in 1899, established the classical approach of CSR in large companies, based on the principles of charity and custody (Stoner & Freeman, 1985). In 1953, Bowen proposed the concept that organizations had to
implement policies and make decisions or follow goals that are desirable in terms of the objectives and values of the society (Bowen, 1957). Meanwhile, some authors, such as Milton Friedman, suggested that a company’s responsibility was only to maximize profits, pay its taxes and employees. Other scholars argued that organizations must pay asocial counterpart (Correa & Medeiros, 2008).

Even though the latter can also make a valuable contribution to poverty reduction, will directly enhance the reputation of a company and strengthen its brand, the concept of CSR clearly goes beyond that (UNIDO, 2015).

CSR is a silent revolution going on but the critics have started calling it as hypocrisy. The critics say so that it offers them excellent opportunity to touch up a dusty or dented reputation. Yet the corporates in unison agree that the corporations cannot continue to do business “as usual”. ‘Profit at all cost’ is a passe.

This leads to a step further where even CSR is classified Ethical CSR is mandatory and means that a firm must obey all laws and avoid doing harm as a result of its business. This could include harm caused by pollution, faulty products, and unfair labor practices. Good laws and governmental policies will often alleviate ethical CSR problems (Lantos, 2002).

Altruistic CSR involves a firm helping to alleviate external social problems and inequities through charitable funding whether it financially benefits the firm or not. This type of giving is at the stockholders’ expense and may not be legitimate. Lantos points out that altruistic CSR may be fine for private companies as long as it comes out of the owner’s profits and not by charging consumers higher prices or paying employees less which impinges upon ethical CSR.

Strategic CSR, on the other hand, involves choosing philanthropic activities that will also benefit the company and help it to reach its strategic goals. Caring corporate community service activities can enhance consumers’ perceptions of the business and attract more customers. A restaurant may choose to support the arts to grow its business from the after-theatre crowd. Morale may increase if employees become involved in meaningful corporate volunteer programs, which can increase job satisfaction, which, in turn, can decrease turnover (Lantos, 2002).

**CSR AND HOSPITALITY**

Regarding the hospitality industry, the practice of CSR still requires greater commitment of the hotels in reducing negative impacts on the environment, improving environmental awareness, and offering a better quality of life to internal and external clients and society as a whole. Over half (52%) of all global travelers report that they are likely to choose a destination based on its social or environmental impact in 2015 (HN, 2015).

This combined interest in luxury and green stays creates a unique opportunity for accommodations to woo these travelers by offering high-end comfort paired with an eco sensibility. Thus, the involvement of employees at different strategic levels becomes an indispensable situation for the establishment of sustainability as an intrinsic value of the organization. Therefore, the main discussion of this article is to comprehend that in order to develop CSR, the following are imperative: (1) the leaders’ commitment to implement CSR; (2) the employees’ engagement in the conduction of socio-environmental activities; and (3) an organizational culture that encourages collective efforts with the company’s goals, transcending employees’ main responsibilities.
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CSR AND TOURISM

The past few years have seen a steady growth in the adoption and endorsement of the principles of sustainable tourism as a development approach which has led to the creation of many initiatives to address concerns such as environmental conservation and protection. Social issues were brought to the forefront more recently, particularly since Kofi Annan’s 10-point Millennium Challenge, and include fair trade, poverty reduction, local and community economic development. Initiatives include codes of conduct, specific guidelines and certification schemes and accreditation (World Bank, 2005).

Developing an effective approach to corporate social responsibility includes consideration of:

- Working with the host community to identify core values and goals for tourism in their community and recognising how the business’s goals align;
- Identifying strategies and initiatives to allow the organisation to contribute to community development including buying local products, employing local people, customer education programs on the region and community, community well-being initiatives, donating to local charities/organisations, or providing favourable discounts or benefits for local residents;
- Identifying strategies and initiatives to allow the organisations to contribute to environmental sustainability including environmental education programs, reducing the environmental footprint of the organisation or donating to local environmental initiatives.
- Accreditation and certification programs are available to measure and report on environmental and social sustainability.
- Reporting on corporate social responsibility to stakeholders, including the community and customers is important in raising the profile of the business and identifying ways to leverage performance achievements (STO, 2015).

CSR IN TOURISM: DIVERSE APPROACHES AND BEST PRACTICES

There are different approaches to the translation of the CSR concept into practice. As a rule, all CSR-related efforts of enterprises are communicated in the form of sustainability reports, which have almost become “bon ton”, especially for big corporations. And yet, the rule that deeds count for more than fine words also applies in the case of CSR. In principle CSR is supposed to apply to the entire operational management and ought not to be limited to individual aspects, even though such a limited approach may be an important first step (especially when it comes to big corporations with a long-standing tradition). It is definitely a tough proposition for each and every enterprise to aspire towards practising societal responsibility internally, vis-à-vis business partners and vis-à-vis the “outside world”. They must be guided by the principle that the journey is its own reward and be aware of the fact that success and credibility will depend on the determination with which the aim is pursued (NFI, 2010).

THE CURRENT STUDY

The current title was conceptualized with the concern for giving back to the planet and contributing to the planet. It was felt that tourism and hospitality industry will be one of the leading global industries
and could significantly contribute in making this globe a better place to live in. In the context of developing countries tourism came unaware, unplanned and was considered panacea for all ills. As it came unplanned it brought the evils too with it and was badmouthed later. Hence CSR has a greater role to play as it does not only has to pay back to the society but also compensate for the losses occurred over a period of time. The title has some very apt concerns on CSR for tourism and hospitality. The authors have been diverse and so has been the topics. The authors have critically analyzed the concept of CSR, tracked the trajectory of tourism how it has moved from profits to concerns for locals. Aviation and hotels have also been touched and case study has been developed of many states of India. This will not only help to understand the CSR context in Indian universe but also how the phenomenon does works in a developing nation. The contributors have also moved the boundary of the CSR initiatives to safety and security which can also be considered in the preview of CSR. Food waste management, consumer responses, bar management and CSR, case studies of hotel and been establishment of a relationship between CSR and gender has been established. Climate change, sustainable tourism practices, challenges and opportunities in terms of CSR, and the role of governance in establishing CSR practices have been developed to considerable extent. The title besides providing a text and reference at a single point for CSR in tourism and hospitality it also open up vistas for future researches and the issues and challenges which tourism and hospitality has to undergo to implement and succeed in their CSR initiatives.

OVERVIEW OF THE BOOK

Section 1: CSR in Hospitality Industry

This section of the book focuses on various trends of hospitality industry and its role in corporate social responsibility. It covers the various aspects of CSR in hospitality industry like-ethical sourcing of ingredients, supporting local farmers by ordering produce from them, or ensuring food and ingredients from sustainable sources, proper channel for food waste management etc. These days many hotels like-The Taj, The Leela, The Oberoi etc. are getting aware of CSR and turning towards eco-hotels.

The section opens with a co-authored chapter penned by Dr. Rajesh Jham and Dr. Gurjit Singh, “Corporate Social Responsibility in Hotel Industry: ISSUES and Challenges ” which highlights hotel industries have started realizing that hotel industry would have to rise over and above the probability and take care with their survival in the society directly or indirectly.

Second Chapter of this section “CSR in Hotel Industry in India ”by Inderjot Kaur explorers that Indian hospitality sector has been growing at a Cumulative Annual Growth Rate of 14% every year. So, along with the profits, this industry is paying attention towards CSR. Apart from philanthropy, these hotels are supporting the local communities in the areas and try to reduce the carbon footprint of their hotels. Moreover, they are continuously reviewing their programs to ensure their support should meet the current needs of the locally based communities.

María Dolores Sánchez-Fernández, Dr. Rosa María Vaca-Acosta, Dr. Alfonso Vargas-Sánchez in the third chapter “Socially Responsible Practices in Hotels: A Gender Perspective” analyze the influence of institutional pressures (normative, coercive and mimetic) identified by DiMaggio and Powell (1991) ac-
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cording to gender in the implementation of social responsibility in hotels. It also analyze the institutional theory, corporative social responsibility, the relationship between institutional theory, isomorphism and legitimacy and the relationship between gender and social responsibility and concluded that legitimacy is of utmost importance to the managers of the hotels under study to be able to grow and survive.

In the fourth chapter “The Impact of CSR on Consumer Responses in the Hospitality Industry: CSR and Consumer Responses”, Mobin Fatma notes that growing complexity of business, increasing concern for sustainable development, need for managing of natural resources and call for enhanced transparency have not only magnified the significance of CSR but also heightened the inclination towards integration of CSR principles in the corporate activities and also investigates and concludes that CSR activities were found to exert influence on customer purchase intention in cases where the customer was aware of such activities being conducted.

Dr. Jagdeep Singh in the fifth chapter “Study of Relation between CSR and Employee Engagement in Hotel Industry” concluded that psychological wellbeing of employees is directly proportional to positive work culture and growth and positive Psychology focus on wellbeing, satisfaction, hope, optimism, flow and happiness. Moreover, positive perception of employees about the CSR initiatives enhances the engagement level of employees.

In the sixth chapter “CSR in Hospitality Industry: A Comparative Study of Various Hotels”, Sumit Goklaney studies the various hotels to compare their CSR practices and concludes that these days hotels are getting more aware about CSR and follow many activities like preservation of the invaluable resources of mother earth, Sustainable innovation, waste management etc. Moreover, many hotels are converting into eco-hotels to conserve the environmental issues.

Abhishek Ghai in the seventh chapter “The Impact of CSR on Consumer Behavior in Bar Service Operation: A Conceptual Framework” discussed a new dimension of hospitality industry and concluded that there must be various CSR practices like responsible beverage service, menu labelling, Green Product, Local Product, Environmental Awareness and Green Marketing in the bar service operations. These CSR practices helps the Bars to reap the benefit from the society and services like responsible beverage service (RBS) is more effective as it helps in reducing hazardous alcohol use among bar and restaurant patrons, giving more satisfaction to the customers and society.

Eighth chapter of this section “Food Waste Management and Corporate Social Responsibility in Indian Food Service Industry: A Conceptual Analysis” by Anish Slath and Ashish Nikhanj has raised a very serious issue in hospitality industry i.e managing the daily operational waste. As most of the hotels in India send the food waste to landfills rather than to donating the food waste to the needy or to the live-stocks. The study has given some alarming figures in which it can be seen that how much waste is being generated by the hotels. So it is the prior responsibility of the hotel industry to manage this waste and to reuse it and it is high time for the Industry and the policy makers to join hands and tackle this menace of food waste going to landfill.

Last chapter of this section “CSR in Indian Tourism and Hospitality Industry: A Special Reference to Aviation and Hotel Industry and CSR Initiative by Punjab, Haryana, and Himachal” by Savneet discusses that aviation and hospitality Industry is focusing on CSR for retaining their employee in their organization for long period and it will become a valuable tool for the industry for gaining a competitive advantage and improving performance levels.
Section 2: CSR in Tourism Industry

In most countries, tourism is seen as a viable option for economic growth, but current unsustainable tourism practices can impact the health and well-being of the environment and community as well as tourism itself. In many low-income countries tourism is significant to the economy or is growing, and long-haul travel is growing at the fastest rate. So, this is the prior responsibility of tourism industry to pay some attention towards their responsibility towards society. Tourism industry has to be responsible towards the firing issues of the society like- food, poverty, education etc. Moreover, this industry has to pay attention towards the conservation of resources. So, the present section will cover the various topics related to tourism industry like-potential, opportunities and framework for sustainable growth, CSR initiatives, Sustainable tourism, safety of tourists, Biosphere reserve, etc.

The section opens with chapter penned by Dr. Mukesh Chauhan “Travel and Tourism Sector in India: Potential, Opportunities, and Framework for Sustainable Growth” which has noted that the travel and tourism industry has emerged as one of the fastest growing sectors contributing significantly to global economic growth and development. India has significant potential to become a preferred tourist destination globally. Its rich and diverse cultural heritage, abundant natural resources and biodiversity provides numerous tourist attractions. But, tourism development leads to special ecological problems which are not encountered in other types of economic activities. The environmental resources exploited for tourism, attract tourists because of their outstanding beauty, recreational possibilities and cultural interest. The tourism’s most paradoxical trait is its capacity to destroy those attributes which attract the visitors. Mass tourism has brought in its wake certain ecological and environmental pollution problems. So, these problems has to be given proper attention in order to safeguard the community and environment.

Anu Jhamb in the second chapter “Corporate Social Responsibility in Tourism Industry: Issues and Challenges” talks about the new company law of India in which CSR is mandatory for all companies, which either have a net worth of Rs. 500 crore or a turnover of Rs. 1000 crore or net profit of Rs. 5 crore, need to spend at least 2 percent of its average net profit of immediate three financial years on Corporate Social Responsibility activities. Moreover, it has noted number of issues and challenges faced by tourism industry regarding CSR due to little awareness for the Corporate Social Responsibility in tourism as lack of initiative as well as knowledge of stakeholders.

In third chapter “CSR and Tourism: Relation and Consequences”, Vikrant Kaushal and Dr. Suman Sharma, mentioned that companies that run operations in several countries emphasise on adjusting with the culture and environment of countries of operation, recruit diverse workforce, and refrain from discrimination based on race or ethnicity. Various companies have chosen innovative ways to reflect on CSR; periodic campaigns to uplift under privileged, awareness among stakeholders about CSR policies, adherence to the regulations and auditing activities to bring transparency are key areas where corporates have worked rigorously. Through CSR, corporate have attempted to give back to society, in form of economic and social development.

Dr. Manpreet Arora and Sandeep Walia in fourth chapter “From Earning Profits to Sustainability: A Critical Evaluation of CSR Initiatives in Tourism Sector” highlights the worldwide contribution of tourism industry which is around 6-7 per cent of global employment (direct and indirect) and 5 percent of global income as per the United Nations World Tourism Organization (UNWTO), Tourism Highlights 2012 edition. Economic growth and development has always been a precedence in developing nations which is indispensable for the continued existence. Development and growth should be in such a way that it is not only plateful for the present purpose but also creates payback and opportunities for the future.
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generations. The chapter proves the point Sustainability and Corporate Social Responsibility (CSR) are interconnected to each other in such a way that it is difficult to achieve sustainability without CSR which is true for tourism sector too. The chapter concludes on the note that If more public private partnerships are developed keeping in view the need and demand of both the parties that is local communities and the visitors; more contribution towards achieving the goal of inclusive growth could be achieved.

In the fifth chapter of this section “Dimensions of CSR in Tourism Industry in India” by Prabhjot Kaur notes that, the Tourism sector of Indian economy is at present experiencing a huge growth so this industry has to realise their social responsibility and while selecting CSR activities/projects from the activities listed in Schedule VII of the Act, IRCTC, would give priority to the issues which are of foremost concern in the national development agenda, like safe drinking water for all, provision of toilets especially for girls, health and sanitation, education, etc. The main focus of CSR and Sustainability policy of IRCTC would be on sustainable development and inclusive growth, and to address the basic needs of the deprived, under-privileged, neglected and weaker sections of the society which comprise of SC, ST, OBCs, minorities, BPL families, old and aged, women / girl child, physically challenged, etc.

In the sixth chapter “Understanding Sustainable Tourism: As a Discourse Constructed by Stakeholders in Context of Their Destinations” by Chandresh Singh, points out that some destinations want tourism to be more ‘Responsible’ or ‘green’ or ‘ecofriendly’ and rewarding for local communities. So, ‘Sustainable Tourism’ is a highly prioritized concept at different levels of Tourism planning and development. But to be implemented by stakeholders more insight is required in Stakeholders’ dynamics. The concept needs to be developed further in context of destinations and a typology of destinations can be developed on basis of features relevant to their Sustainable Tourism Development.

Dr. Kijpokin Kasemsap in the seventh chapter “Encouraging Corporate Social Responsibility and Sustainable Tourism Development in Global Tourism” encourages corporate social responsibility (CSR) and sustainable tourism development in global tourism, thus describing the theoretical and practical concept of CSR and corporate financial performance (CFP). Environmental protection, fair working conditions for employees, and the contribution to the welfare of local communities are the key issues in the strategies of tourism organizations.

Mr. Rajesh Tiwari and Dr. Bimal Anjum in the ninth chapter “Role of Tourism in Economic Growth of India” found significant positive correlation between GDP, CPI, gross domestic capital formation, exchange rate, FDI with number of foreign tourist arrival. The gross domestic capital formation was found to have highest impact on number of foreign tourist arrivals. Some states like Kerala and Gujarat identified the potential of tourism for economic development and made dedicated efforts to promote tourism. Number of tourist arrivals show significant positive correlation with gross state domestic product of Kerala and Gujarat. At national level significant positive correlation is found between growth rate of tourist visits and growth rate of service sector. Incredible India campaign has shown remarkable success in increasing the number of tourist visits. So, it’s the responsibility of the corporate to develop the infrastructure so that it can improve connectivity and comfortable stay in hostels. Law and order should be a top priority in each state.

Prem Kanna Palanisamy in the ninth chapter “Impacts of Several Factors in Tourism Industry” reveals that the changes in corporate performance are closely related to expansion and contraction of the business cycle. Moreover, it is reported that events such as the earthquake, terrorist attacks and the outbreak of Severe Acute Respiratory Syndrome (SARS) like microbiological infections which can significantly damage financial performance of hotel companies worldwide (Mansfield&Pizam, 2006). So, the corporate social responsibility is to maintain the balance between expansion and contraction of economy.
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Putu Indah Rahmawati, Prof. Terry DeLacy, and Dr. Min Jiang in tenth chapter “Harmonising CSR and Climate Change Mitigation and Adaptation Strategies to Build Community Adaptive Capacity in Bali’s Tourism Sector” take the case of Bali to study the climate change risks in the tourism sector. It also demonstrates how tourism businesses could implement mitigation and adaptation strategies through their Corporate Social Responsibility (CSR) initiatives, as well as help host communities to enhance their capacity to tackle climate change risks. It indicate that the CSR of tourism industries could enhance community adaptive capacity to climate change through environmental, economic and social responsibility.

Olga González-Morales, Dr. José Antonio Álvarez-González, Dr. Yaiza Armas-Cruz, Dr. María Ángeles Sanfiel-Fumero, and Dr. Agustín Santana-Talavera in eleventh chapter “Social Responsibility as a Form of Governance in Tourism: The Study of Fuerteventura Biosphere Reserve” analyze the role of Corporate Social Responsibility as form of governance in the tourism sector and collects a set of empirical studies about business cooperation and Corporate Social Responsibility. It focusses upon the public-private cooperation in the tourism sector and the role that the agents involved can play, as well as their strategies and their limitations. Mainly, it centers on the characterization of the Canary island of Fuerteventura (Spain). An example of actions cooperative public-private and the general format of the survey that shall complete the responsibilities of tourist accommodations are also detailed.

In the twelfth chapter, “Corporate Sustainability – The Base of Corporate Social Responsibility: A Case Study of TCS” Taranjit Kaur concluded that sustainability is rapidly becoming a strategic priority for businesses. For a growing number, the concept of sustainability goes far beyond corporate social responsibility (CSR). It is quite evident from the study of TCS that being big brand and globally well-known it has maintained a philanthropic trust which holds two-thirds of its equity. It is consistent in giving funds to community work which shows that the company is fulfilling its corporate social responsibility effectively. Company’s contribution to GDP, Employment generation opportunities, share in exports, employees’ satisfaction level and all other components are increasing from a period of last five years showing TCS’s serious concern and contribution towards the development of the economy.

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