



Florian Tögel

Corporate Social Responsibility im Inbound- Tourismus

Entwicklung und Überprüfung eines CSR-
Konzepts für costa-ricanische Incoming-
Agenturen

Corporate Social Responsibility Terreichs Tourismus

**Mohammed El Amine Abdelli, Nadia
Mansour, Atilla Akbaba, Enric Serradell-
Lopez**

Corporate Social Responsibility Terreichs Tourismus:

Corporate Social Responsibility for Sustainable Tourism Xavier Font,Jennifer Lynes,2020-05-21 This comprehensive volume considers the corporate social responsibility CSR of tourism and hospitality firms towards stakeholders exploring CSR in terms of broad stakeholder accountability by considering both the scope of reporting and the quality of stakeholder engagement The authors analyse how CSR contributes to shareholder accountability i e as financial performance by developing a multiple attribute decision making model to deploy CSR resources analysing how CSR contributes to the management of systematic risk as part of an internationalisation strategy and showing how philanthropy is used as a legitimisation tool The authors then review how managers negotiate CSR priorities within their organisational strategy by accounting for the utility gained by family firms from ecological and social outcomes in comparison with profit outcomes analysing the trade offs of co constructing a sustainability innovation and weighting factors in water planning They also review how employees are central to the delivery of CSR actions by exploring how green organisational culture affects organisational citizenship behaviour how organisational green practices impact an organisation s image and its customers environmental consciousness and behavioural intentions and how organisational CSR affects employee pro environmental citizenship and tourists pro environmental citizenship The book concludes by reviewing the role of consumers in CSR with ten strategies to close the consumers attitude behaviour gap and an account of how customers trust is a mediator between CSR image and loyalty This book was originally published as a special issue of the Journal of Sustainable Tourism

Corporate Social Responsibility in the Hospitality and Tourism Industry Guliani, Lipika Kaur,2016-03-04 Increased tourism benefits local economies by creating more revenue and employment options as interest in the location grows However as the hospitality and travel industry continues to grow and adapt it becomes imperative that they implement socially responsible procedures Corporate Social Responsibility in the Hospitality and Tourism Industry discusses issues and challenges faced by organizations implementing responsible business practices within the travel hotel leisure and hospitality industries Featuring best practices and theoretical concepts on the support of local economies ethical sourcing of native goods and sustainability procedures this publication is a vital source for policy makers academicians researchers students technology developers and government officials interested in emergent ethical and moral practices within the travel industry

Corporate Social Responsibility, Corporate Governance and Business Ethics in Tourism Management Erum Shaikh,Kuldeep Singh,2024-12-06 Drawing on research from around the world this collection of essays explores key challenges solutions and applications of business ethics CSR and corporate governance in the tourism industry

Sustainability, Big Data, and Corporate Social Responsibility Mohammed El Amine Abdelli,Nadia Mansour,Atila Akbaba,Enric Serradell-Lopez,2022-04-24 This book aims to provide theoretical and empirical frameworks and highlights the challenges and solutions with using Big Data for Corporate Social Responsibility CSR and Sustainability in the field of digital

transformation and tourism Sustainability Big Data and Corporate Social Responsibility Evidence from the Tourism Industry offers a theoretical and empirical framework in the field of digital transformation and applies it to the tourism sector It discusses Big Data used with CSR and sustainability for the improvement of innovation and highlights the challenges and prospects It presents a modern insight and approach for use by decision makers as an application to solve various problems and explores how data collection can shed light on consumer behavior making it possible to account for existing situations and plan for the future This book is intended to provide a modern insight for researcher students professionals and decision makers on the application of Big Data to improve CSR and sustainability in the tourism sector *Corporate Social Responsibility* Christina Koutra,2017 In a dynamic and constantly changing external environment Corporate Social Responsibility CSR in the tourism and hospitality industry is paramount for assuring a balance among shareholders and internal external stakeholders with the environment being inclusive CSR has different forms and dimensions and its application more often than not is content specific that is politics economy society culture technology environment and law are taken into consideration This makes its application not only difficult but also gives leeway to many companies to take advantage of unique local environments and conditions especially in the developing world This book aims to portray paradigms of CSR practices in developing countries in an effort to depict good practices and highlight examples of malpractice The book is consists of six chapters discussing applications of CSR in four different continents namely South America North America Africa and Asia The countries where tourism and hospitality cases were investigated are Peru Brazil Cape Verde the Caribbean Latin America North America Malawi and Bangladesh Sustainability, Social Responsibility, and Innovations in the Hospitality Industry H. G. Parsa,Vijaya (Vi) Narapareddy,2015-04-01 A reference on sustainability social responsibility and green practices in hospitality and tourism this book presents innovative research methods in sustainability state of the art research by leading internationally recognized scholars on this topic providing an excellent source of quality research Readers can expect to find several new ways *Corporate Futures* Angela Kalisch,2004 More Than Simply Corporate Social Responsibility : Implications of Corporate Social Responsibility for Tourism Development and Poverty Reduced in Less Developed Countries Christina Koutra,2013-01-01 Includes bibliographical references p 229 275 and index **Corporate Sustainability and Responsibility in Tourism** Dagmar Lund-Durlacher,Valentina Dinica,Dirk Reiser,Matthias S. Fifka,2019 This book offers essential insights into how the world s second largest industry tourism is responding to challenges involved in expanding the corporate social responsibility CSR concept to corporate sustainability and responsibility referred to as CSR 2 0 It analyzes the typical setup of tourism with various types of commercial agents corporations small and medium sized enterprises public private partnerships social enterprises and local cooperatives In addition the book examines a broad range of voluntary initiatives the effectiveness of these efforts and how contextual and wider policy features shape these relationships The book is divided into three parts the first of which elaborates on strategic

drivers and rationales for CSR In turn the second part introduces readers to design approaches for CSR programs and envisaged impacts while part three focuses on implementation certification reporting and possible outcomes Each part offers a mixture of theoretical perspectives synthesis analyses and case studies The respective chapters tackle a broad spectrum of tourism sub sectors e g the cruise industry aviation gastronomy nature based tourism and urban destinations *Corporate Sustainability and Responsibility in Tourism* Dagmar Lund-Durlacher,Valentina Dinica,Dirk Reiser,Matthias S. Fifka,2019-05-03 This book offers essential insights into how the world s second largest industry tourism is responding to challenges involved in expanding the corporate social responsibility CSR concept to corporate sustainability and responsibility referred to as CSR 2 0 It analyzes the typical setup of tourism with various types of commercial agents corporations small and medium sized enterprises public private partnerships social enterprises and local cooperatives In addition the book examines a broad range of voluntary initiatives the effectiveness of these efforts and how contextual and wider policy features shape these relationships The book is divided into three parts the first of which elaborates on strategic drivers and rationales for CSR In turn the second part introduces readers to design approaches for CSR programs and envisaged impacts while part three focuses on implementation certification reporting and possible outcomes Each part offers a mixture of theoretical perspectives synthesis analyses and case studies The respective chapters tackle a broad spectrum of tourism sub sectors e g the cruise industry aviation gastronomy nature based tourism and urban destinations

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