

Corporate Social Responsibility, Corporate Governance and Business Ethics in Tourism Management

A Business Strategy for Sustainable
Organizational Performance

Edited by

Erum Shaikh
Kuldeep Singh



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INVESTOR IN PEOPLE

*We devote this project and all of our efforts to our loving parents,
and caring family who truly supported us to complete this book.
Their support and encouragement have consistently pushed us forward in the:*
PATH TOWARDS SUCCESS

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Foreword

In recent years, the tourism industry has experienced exponential growth, becoming one of the world's largest and fastest-growing economic sectors. This growth brings with it a myriad of opportunities, but also significant challenges, particularly concerning sustainability, ethical practices, and social responsibility. As the global community becomes increasingly aware of the environmental and social impacts of tourism, the importance of integrating corporate social responsibility (CSR), corporate governance, and business ethics into the core strategies of tourism businesses cannot be overstated.

Corporate Social Responsibility, Corporate Governance and Business Ethics in Tourism Management: A Business Strategy for Sustainable Organizational Performance addresses these critical issues comprehensively and thoughtfully. The contributors to this volume bring together a wealth of knowledge and expertise from diverse geographical and academic backgrounds, providing a multifaceted perspective on the integration of CSR into tourism management.

The chapters in this book explore a wide range of topics, from the strategic importance of heritage conservation to the implementation of community-based tourism initiatives. Each chapter delves deeply into the practical and theoretical aspects of CSR, offering valuable insights and practical recommendations for businesses, policymakers, and scholars alike. The case studies included in the book serve as exemplary models of how CSR can be effectively implemented to achieve sustainable and ethical tourism practices.

One of the key strengths of this book is its emphasis on the interconnection between CSR and corporate governance. It highlights how robust governance frameworks are essential for the successful integration of CSR into corporate strategies, ensuring that businesses operate responsibly and sustainably. Furthermore, the book underscores the role of ethical business practices in building trust and loyalty among customers, employees, and other stakeholders.

The importance of community engagement is a recurring theme throughout this volume. Effective CSR in tourism requires a collaborative approach, involving local communities in decision-making processes and ensuring that tourism development benefits all stakeholders. By showcasing successful community-based tourism projects and providing strategic guidelines, this book serves as an invaluable resource for fostering inclusive and sustainable tourism development.

As the world faces unprecedented environmental and social challenges, the principles and practices outlined in this book are more relevant than ever. The future of tourism depends on our collective ability to balance economic growth

with social and environmental responsibility. This book provides a roadmap for achieving this balance, offering a vision for a tourism industry that is not only profitable but also sustainable and ethical.

I am confident that *Corporate Social Responsibility, Corporate Governance and Business Ethics in Tourism Management: A Business Strategy for Sustainable Organizational Performance* will be a seminal contribution to the field of tourism studies. It will inspire and guide current and future generations of tourism professionals, helping them to navigate the complexities of CSR and ethical management in their pursuit of sustainable organizational performance.

I commend the authors for their dedication to advancing knowledge in this critical area and for their commitment to promoting sustainable and ethical practices in the tourism industry. It is my hope that this book will serve as a catalyst for positive change, encouraging tourism businesses around the world to embrace CSR and strive for a more sustainable and equitable future.

Last but not least, I appreciate the efforts, commitment, and dedication of the editors of the book who touched the new perspectives of CSR, invited and selected the chapters with new and interesting topics which are great contributions to the field of CSR and tourism.

Prof. Imamuddin Khoso
Director IBA,
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Preface

In an era where the global landscape is continuously reshaped by environmental challenges, economic fluctuations, and evolving social expectations, the tourism industry stands at a pivotal juncture. The book, *Corporate Social Responsibility, Corporate Governance and Business Ethics in Tourism Management: A Business Strategy for Sustainable Organizational Performance*, addresses this crucial intersection, offering insights and strategies for fostering sustainability in tourism. Tourism, by its very nature, impacts diverse ecosystems, cultures, and economies. While it holds the potential to drive significant economic growth and cultural exchange, it also poses risks such as environmental degradation, cultural erosion, and social inequality. The balance between leveraging tourism for economic benefit and ensuring its sustainability is delicate and complex. This book aims to provide a comprehensive framework for understanding and implementing corporate social responsibility (CSR) within the tourism sector, emphasizing its role as a cornerstone for sustainable organizational performance.

The concept of CSR has evolved beyond philanthropy and compliance, becoming an integral part of strategic business management. In tourism, CSR encompasses a wide range of practices, from minimizing environmental footprints and preserving cultural heritage to promoting fair labour practices and engaging in community development. By integrating CSR into their core strategies, tourism businesses can enhance their resilience, reputation, and profitability while contributing to the well-being of the destinations they serve. This book is divided into several sections, each delving into different facets of CSR, corporate management, and business ethics as they pertain to tourism management. The first section lays the theoretical groundwork, exploring the evolution and principles of CSR and business ethics. Subsequent sections provide practical insights into the implementation of CSR strategies, case studies illustrating successful applications, and analyses of the challenges and opportunities faced by tourism enterprises.

A significant emphasis is placed on the role of corporate management in driving CSR initiatives. Effective leadership, transparent governance, and ethical decision-making are highlighted as critical elements for embedding sustainability into organizational culture. The discussion extends to how businesses can measure and report their CSR performance, ensuring accountability and continuous improvement.

Another focal point of this book is the symbiotic relationship between tourism businesses and the communities they operate within. Sustainable tourism is not just about environmental conservation but also about fostering social equity and

economic prosperity for local populations. Through responsible tourism practices, businesses can create shared value, benefiting both the enterprise and the community.

This preface serves as an invitation to scholars, practitioners, policymakers, and students to explore the intricate dynamics of CSR in tourism management. The insights presented in this book aim to inspire and guide tourism professionals in their journey towards sustainability, offering a roadmap for achieving long-term organizational success while making a positive impact on the world. As we navigate the complexities of the 21st century, it is imperative for the tourism industry to embrace sustainable practices. This book is a testament to the potential of CSR, corporate management, and business ethics to transform tourism into a force for good, fostering a sustainable future for generations to come.

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All our dreams can come true if we have the courage to pursue them. — *Walt Disney, Entrepreneur*

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No words are sufficient to express our debt of gratitude for our parents who are always blessing us to do something meaningful in this materialistic world. We express our gratitude towards our beloved family members.

Last but not least, we are also thankful to our friends and relatives, for their continuous heart touch in the final shaping of this book.

Thanking you

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Dr Kuldeep Singh*

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Introduction

The global tourism industry stands at a crossroad, faced with the dual imperative of driving economic growth while ensuring sustainability. The book, *Corporate Social Responsibility, Corporate Governance and Business Ethics in Tourism Management: A Business Strategy for Sustainable Organizational Performance*, is a timely exploration of how businesses within the tourism sector can achieve this balance. Through the integration of corporate social responsibility (CSR), ethical management practices, and robust corporate governance, tourism enterprises can chart a path towards sustainable success. The significance of the tourism industry cannot be overstated. It is a powerful engine of economic development, providing employment opportunities, fostering cultural exchange, and contributing significantly to gross domestic product in many countries. However, tourism also has profound impacts on the environment, local communities, and cultural heritage. The challenge is to harness the benefits of tourism while mitigating its adverse effects, ensuring that growth today does not compromise the ability of future generations to meet their own needs.

This book is premised on the belief that CSR and ethical management are not mere add-ons to business strategy but are essential components of sustainable organizational performance. CSR in tourism encompasses a broad spectrum of practices aimed at promoting environmental stewardship, social equity, and economic viability. These practices include reducing carbon footprints, preserving local cultures, ensuring fair labour conditions, and contributing to community development. By adopting CSR principles, tourism businesses can enhance their reputation, foster customer loyalty, and achieve long-term profitability. The structure of this book is designed to provide a comprehensive understanding of how CSR, corporate management, and business ethics intersect and how they can be effectively applied in tourism management. We begin with a theoretical overview, examining the evolution of CSR and its relevance to the tourism industry. This section also delves into the principles of business ethics, exploring how ethical considerations can and should inform corporate decisions and strategies.

Following the theoretical foundation, we present practical insights into implementing CSR initiatives. This section includes detailed case studies of tourism enterprises that have successfully integrated CSR into their operations. These case studies highlight best practices, innovative approaches, and the tangible benefits of sustainable business practices. Readers will gain valuable lessons on how to navigate the complexities of CSR implementation, from stakeholder engagement to measuring and reporting CSR performance. An essential aspect of this book is

its focus on corporate management. Effective leadership and governance are critical to driving CSR initiatives and embedding sustainability into organizational culture. We explore the roles and responsibilities of corporate leaders in fostering an ethical and socially responsible business environment. Topics such as strategic planning, corporate governance, and ethical leadership are discussed in depth, providing readers with practical tools and frameworks for effective management.

The relationship between tourism businesses and the communities they operate within is another central theme of this book. Sustainable tourism is not only about minimizing negative impacts but also about creating positive value for local populations. Through responsible tourism practices, businesses can contribute to the social and economic well-being of their host communities, fostering a symbiotic relationship that benefits all stakeholders. As we embark on this exploration of CSR, corporate governance, and business ethics in tourism management, we invite you to consider the profound impact that responsible and ethical practices can have. The journey towards sustainability is challenging, but it is also filled with opportunities for innovation, growth, and positive change. Together, we can build a more sustainable and equitable future for the tourism industry and the global community it serves. The book emphasizes the importance of balancing corporate goals with social and environmental responsibilities, thus offering a holistic approach to CSR in the tourism industry. Heritage conservation not only preserves the tangible and intangible assets of communities but also fosters cultural diversity and global citizenship. The book underscores the need for ethical business practices and highlights successful CSR strategies implemented by multinational corporations. By exploring these themes, the book aims to provide valuable guidance for integrating CSR into corporate strategies, ultimately contributing to the long-term sustainability of tourism management. These chapters will explain the CSR issues.

Chapter 1 addresses four primary objectives: evaluating current multinational heritage conservation initiatives, analysing motivations behind corporate involvement, assessing the challenges, and introducing a Framework for Heritage Conservation as a CSR Strategy (FHCCS). This research can be categorized as conceptual research. Thematic content analysis has been performed on the data retrieved from 47 papers which were screened and acquired from various academic search engines. The study revealed that multinational companies engage in heritage conservation initiatives as part of their CSR strategies, yielding benefits for both heritage sites and surrounding communities. Key motivations include enhancing corporate reputation, stakeholder relations, and long-term sustainability, with the FHCCS offering guidance for policymakers and practitioners.

Chapter 2 exclusively focusses on the Delhi NCR region of India and the CSR advertising campaigns of ITC hotels restricting the study's ability to generalize the findings to other contexts within the hotel industry. This study aims to exert an influence on the perceptions of consumers and societal attitudes towards the practices of CSR. It provides valuable insights into the wider implications that these practices have on sustainable business practices and the potential for social change and makes CSR communication more impactful to the targeted audience

which in turn creates a positive image of the advertised brand and how they are doing their CSR activities. The study shows that informativeness belief is the strongest predictor and creativity is the weakest predictor of consumer's attitude towards CSR advertising campaigns in hotel industry.

Chapter 3 aims to find out the factors affecting female entrepreneurship in the case of the CSR in entrepreneurship. In this study, semi-structured interviews are conducted to reach the final findings of the study. Findings entail different six factors that severely affect CSR activities in entrepreneurship in Pakistan. These six factors are the educational system and skills gap, cultural mindset and risk aversion, limited access to finance, regulatory and bureaucratic hurdles, political instability and security concerns, and inadequate infrastructure. Every factor has its intensity and influence on the entrepreneurial process.

Chapter 4 aims to investigate how hotel performance is affected by CSR initiatives. This study used a mixed approach utilizing both primary and secondary sources. Secondary research involved gathering pertinent data from various sources such as websites, books, and publications. Additionally, a structured questionnaire was administered to the guests of deluxe category hotels to gauge their perceptions regarding the influence of CSR practices on hotel performance. It is found that implementing the CSR practices contributes to fostering guests' loyalty and willingness, thereby indirectly enhancing hotel performance positively.

Chapter 5 addresses the complex interplay among the CSR, governance, and ethics in the context of tourism management in India. It shows us how businesses engage in sustainable practices that contribute to social economics tourism. This research takes a multi-face approach, theoretical framework, and practice case study to indicate the relationship based on CSR corporate governance and business ethics. The study shows that the real case study in Jaipur and Indore. Given the limitations of the case study research, such as potential bias and limited generalization, this study is necessary for future empirical investigation to validate and expand upon the findings presented here. The chapter discusses the societal significance of business practices. It promotes greater corporate engagement in addressing social, environmental, and economic challenges by showing the positive impact of CSR initiatives on local communities. Through case studies and empirical analysis, the chapter reveals how CSR initiatives can improve corporate governance, promote ethical business practices, and positively impact the local economy and environment. It also shows how important evidence-based decision-making matters.

Chapter 6 emphasizes to understand the development of Corporate Social Responsibility Law in India and sheds light on companies' brand building among Indian Muslims through CSR activities during Hujj and Umrah. The present study is exploratory and qualitative in nature and follows a case discussion approach to understand the degree at which companies engage in CSR activities during Hajj and Umrah and consider CSR as a business strategy in brand building. The data were collected mainly from secondary sources like newspapers, articles, news

reports, agencies' reports, etc. Companies participating in CSR initiatives create positive impacts on society creating long-term brand loyalty among customers and positioning companies in the customer good list. Customers share positive experiences and create a sense of attachment with the company and good feelings are spreaded through word of mouth and social media. The company received a free brand promotion on social media through customers a reliable source and the company communicated with customers thoughtfully. CSR programmes during Umrah and Hajj also provide an opportunity for global outreach. The findings of the present study can be used to understand the strategic use of CSR in corporate brand building in other countries also and in other festivals. The present study is interdisciplinary in nature and a combination of law and business management. The study on CSR has been conducted in many areas, but CSR activities during Hujj and Umrah a strategic decision to build brand image by Indian companies have not been studied yet. The present study will also help in developing theory and companies understand the importance of CSR activities during Huj and Umrah.

Chapter 7 is specifically written in association with the tourism industry to make readers understand the implication of place attachment with CSR activities. This chapter also has a role in theoretical optimization as it highlights possible two-way associations between firm performance and CSR. Data have been collected through published material to develop postulates and models authentically. After the compilation of data, it has been presumed that place attachment is one of the important elements in CSR activities of small-scale tourism businesses. However, the model can be reassessed in two-way association as a decline in the company's performance may also cause a decline in CSR activities and also in place attachment.

Chapter 8 aims to assess the CSR in tourism and hospitality offering a thorough understanding of CSR in a wider context of sustainability, financial performance (FP) and ethical considerations. A qualitative desk research approach was undertaken to conduct this study. A thorough review of contemporary research literature, including content analysis, was done for data gathering. Findings show that CSR is rising as a key trend in the worldwide tourism and hospitality business, with a significant impact on the industry's performance and development. The tourism and hospitality industry shows both positive and negative economic impacts on the environment and society. To offset these negative impacts, this industry is progressively embracing CSR initiatives. The findings also demonstrate an integration between CSR and sustainable tourism, highlighting the stability of socio-economic, environmental, and cultural growth while considering the interests of all stakeholders. The effect of CSR on the FP of the tourist and hospitality industry was also studied. The findings reveal that CSR has a favourable influence on the FP of hotels, but mixed outcomes are shown in restaurants, cruises, and airlines. Highlighting insights on tourism corporations incorporating strategic and ethical CSR ideals into their activities, this study concludes with practical implications.

Chapter 9 investigates the relation between CSR and the FP of Tata firms, which is the major objective of this study. Numerous studies have been undertaken to

investigate the influence of CSR on the FP of businesses, resulting in varying findings. The fundamental purpose of this research is to provide an investigation utilizing accounting metrics including ROE, EPS, ROA, NP, and MB ratio, PE ratio, and MR as potential indications for market-based evaluations. It is possible that erroneous analysis or insignificantly controlled variables played a role in the wide range of results, but the most likely explanation is simply that different studies used different methods. By focussing specifically on Tata Group companies that are publicly traded on the BSE100, this research endeavours to investigate the correlation between CSR and FP within the Indian context. The findings of the study depict that FP is positively impacted by the amount spent on CSR by the companies. Companies that invest more in CSR undoubtedly have higher profitability, ROA, ROE, EPS, MB ratio, and MR_Daily as the values are significant at 1%, 5%, and 10%, respectively.

Chapter 10 investigates the impact of digital disruption on tourism education in the 21st century. Research problem: Digital disruption is causing a major upheaval in the tourism education sector, which is affecting how teachers instruct and how students learn. The purpose of this study is to investigate ways in which educators can adjust to these changes and to comprehend the impact of digital disruption on tourism education. A mixed-methods strategy integrating quantitative and qualitative methods was employed. An online survey and in-depth interviews with 100 participants – students, professionals in the industry, and educators – were used to gather data. For qualitative data, thematic analysis was employed, whereas descriptive statistics were used for quantitative data. Participants generally perceived a moderate to high level of disruption, suggesting that there is a significant level of digital disruption in tourism education. The study emphasizes how critical it is to incorporate new technologies into curricula, stress the value of sustainable development, enhance intercultural competency, and promote cooperation between academic institutions and the travel and tourism sector.

Chapter 11 examines how satisfied tourists are with Kachchh Rann Utsav and whether they plan to revisit. The researcher used tourists who have visited Kachchh Rann Utsav previously as a sample based on the cluster sampling method. The sample size for this research was 478. The present study has considered the 7As of tourism: attraction, accessibility, amenities, accommodation, activities, awareness, and ancillary service to measure the underlying satisfaction. The researcher used multinomial logistic regression to predict the travellers' intention to revisit. Surprisingly, the researcher observed that the other six A's of tourism have been found not to affect tourists' revisit intention, although accommodation does. Thus, the researcher thinks that a shift in the quality of lodging services offered to visitors during Kachchh Rann Utsav will have a big influence on the extent and direction of their desire to return to Kachchh Rann Utsav.

Chapter 12 tries to provide a thorough explanation of the growth of community-based tourism in Bangladesh, encompassing its historical background, challenges faced, and potential strategies for future advancement. They employed a

descriptive analysis based on the literature review of the development and expansion of community-based tourism in Bangladesh. This study takes a look at the development of Community-based tourism (CBT) throughout history, as well as the innovative contributions made by non-governmental organizations (NGOs) and local groups in CBT initiatives, government policies, international recognition, challenges encountered (such as environmental and economic concerns), and potential strategies for future expansion. The results highlight the significant growth of community-based tourism in Bangladesh, which has been facilitated by historical progress, strategic initiatives for expansion, and government support. This chapter emphasizes addressing environmental and economic challenges, preserving and educating about cultural heritage, and empowering local communities. The document suggests various methods for future growth, including developing policies, involvement of the private sector, execution of marketing strategies, and empowerment of the community through training and enhancing their abilities. The study provides insightful information regarding the distinctive characteristics of community-based tourism in Bangladesh, drawing attention to the country's long-standing tradition of extended hospitality and cultural heritage. Moreover, the study analyses the difficulties and opportunities that CBT efforts encounter in the region and the proposition of individualized solutions for sustainable growth.

Chapter 13 aims to give comprehensive strategies for developing sustainable tourism destinations by incorporating case studies, conceptual frameworks, and existing research. By addressing the lack of holistic approaches in sustainable tourism practices, this study seeks to provide insightful information that can guide stakeholders, policymakers, and destination managers in effective decision-making and planning. A comprehensive literature review has been conducted for analysing peer-reviewed journal papers, case studies, and conceptual frameworks relevant to sustainable tourism benchmarking. Peer-reviewed journal papers, case studies, and conceptual frameworks pertaining to sustainable tourism benchmarking have all been examined through a thorough assessment of the literature. In this study, numerous information on sustainable tourism and benchmarking strategies allows for a meticulous understanding of benchmarking and its relevancy to sustainable tourist destination development. The study distinguishes essential strategies for benchmarking sustainable tourist destinations, which include stakeholder engagement, integration of the triple bottom line framework, choosing appropriate indicators, promotion of certification and standards, and encouraging collaborations among destinations. The case studies highlight, the significance of having a long-term commitment, governance, and stakeholder involvement while implementing sustainable tourism policies. This study presents a combination of existing literature and frameworks to evolve comprehensive strategies for benchmarking sustainable tourist destinations. By incorporating perceptions from various sources, this study gives valuable direction for practitioners and researchers seeking to advance sustainable tourism practices.

Chapter 14 examines the elements and main influences that drive the shift to a net-zero economy, with a particular focus on the relationship between net-zero,

CSR, and the creation of sustainable value. This research employs a secondary data analysis methodology of a systematic review of scholarly research articles, reports, and online resources. Sources such as SAGE and EBSCO are scrutinized, alongside focussed inquiries for qualitative data in academic databases like Emerald and Scopus. The findings reveal that a variety of factors, including climate change awareness, governmental policy and regulation, corporate sustainability initiatives, technological advancements, investor pressure, economic possibilities, and environmental and social movements, all contribute to the shift to a net-zero economy in an interconnected way. This chapter examines the factors that contribute to the shift to a net-zero economy, the critical factors for successful adoption, and the relationship between CSR and the net-zero economy, all of which provide valuable insights for businesses, policymakers, and stakeholders as they navigate the complexities of achieving a sustainable future.

Chapter 15 analyses the CSR. It explores the need of striking a balance between CSR efforts and business goals. The significance of CSR in the tourism industry will also be examined. Lastly, a thorough discussion of how CSR may be used as a tactical move to guarantee sustainability and market competitiveness will round off the chapter. This chapter benefits from the wide range of secondary data sources that are cited as well as the inclusion of important industry reports and assessments. Incorporating CSR into the tourism industry is not just a moral duty but also a critical strategic move towards attaining sustainability and maximizing corporate effectiveness. In light of the ever-changing global landscape that is marked by social inequality, environmental concerns, and issues related to cultural preservation, CSR is playing an increasingly important role in determining the direction that tourism enterprises will take in the future. This chapter's paradigm provides a novel and methodical way to look at CSR as a strategic tool for achieving sustainability in the tourism sector.

Chapter 16 aims to review and brief the role of strategic corporate social responsibility (SCSR) in the tourism industry, targeting its impact on the performance and sustainability of the tourism industry. The chapter seeks to provide insights into how SCSR can lead to a positive transformation and competitive advantage. The chapter incorporates a brief literature review to examine current trends, hurdles, and benchmarking in the implementation of SCSR in the tourism industry. Comparative analysis and recent literature are used to extract valuable results and implications for effective tourism management. The current chapter has limited potential biases in the selection of literature and the evolving nature of CSR in the tourism sector. Future research is required to check the developments in tourism and CSR. The chapter sheds light on the complex association between the performance of CSR and business in the tourism industry, highlighting the importance of governance qualities and new initiatives for achieving financial sustainability. The chapter adds valuable insights to the existing literature by shedding light on the most recent literature on SCSR in the tourism industry and provides inputs for setups looking for sustainability.

Chapter 17 examines the role of CSR in tourism operations, focussing on its influence on FP, social well-being, and environmental sustainability. The study aims to fill gaps in the literature by investigating the relationship between CSR dimensions and FP in tourism organizations, as well as the social and environmental impacts of integrating CSR principles into tourism operations. The study employs a comprehensive literature review to explore the historical background of CSR, its conceptual framework, and its application in the tourism industry. It examines the various dimensions of CSR and their potential effects on FP, social well-being, and environmental sustainability in tourism operations. The findings suggest that CSR initiatives in tourism operations can lead to improved FP through factors such as increased sales, cost savings, and enhanced market value. Furthermore, CSR practices contribute to social well-being by creating job opportunities, supporting local communities, and preserving cultural heritage. Additionally, CSR activities promote environmental sustainability by reducing resource consumption, conserving biodiversity, and mitigating the negative impacts of tourism on ecosystems. This study contributes to the literature by providing insights into the relationship between CSR and FP in tourism organizations, as well as the social and environmental impacts of CSR integration in the tourism industry. The findings highlight the importance of incorporating CSR principles into tourism operations to promote sustainable development and responsible tourism practices.