



# Chapter 8

## Corporate Social Responsibility and Analysis of Its Social Dimension in Hotels in Malaga

**Miriam Stopiakova**  
EAEDE University, Spain

**Marina Haro-Aragú**  
 <https://orcid.org/0000-0001-9988-5459>  
University of Malaga, Spain

**Alicia Martin Garcia**  
 <https://orcid.org/0000-0002-3670-7281>  
EAEDE University, Spain

### ABSTRACT

*The main purpose of this research is to emphasize the importance of corporate social responsibility (CSR) within any hotel in operation. The main objective has focused on the analysis of social activities of CSR of accommodation in the city of Malaga. The basis of this project has been the investigation of the term CSR and its presence in tourism. At the same time, it has focused on the fact of the presence of the Covid-19 pandemic, which has caused many changes in tourism in recent years. As part of the investigation on the current situation of CSR activities in hotels Malaga city, interviews have been carried out with active professionals in the sector, in order to draw correct conclusions. Additionally, this project contributes with the proposal of activities within the social dimension of CSR of a hotel supporting the local community in different areas. It has been possible to reach various conclusions about the positive impact and importance of CSR in the hotel sector together with future lines of research, which can be supported by the results of this work.*

DOI: 10.4018/978-1-6684-8726-6.ch008

## **INTRODUCTION**

*A business that makes nothing but money is a poor business.* -Henry Ford-

Entrepreneur Henry Ford, born at the end of the 19th century, already realized at that time that a company that only looks at numbers becomes a company without soul and value. More than 100 years have passed and it is still common to see companies that care about nothing but profit without regard to the affected community, employees, environment or other elements. The list is long and with the growth of technologies and more conscious customers, responsible companies towards society are required. In the quote from Henry Ford (Mansfield News Journal, 1965) this importance of the ethical approach in private organizations is highlighted. Of course the companies are not NGOs (Non-Governmental Organizations) and they have to earn money. But the question is - how? (Sedes Garcia, 2012).

Focused on tourism, this is a sector that is growing rapidly as a result of increasingly fast, accessible and cheap transportation. Areas that decades ago were off-limits to tourists due to complicated transport links are now popular holiday destinations. This trend is unstoppable, as is its impact on the environment, local culture and the community.

Concerns and the resulting interest in the nature and culture of different parts of the Earth have increased environmental concerns and efforts to reduce the impact of tourism on the cultural diversity of countries. Socially responsible tourism has begun to form, focused on sustainable development. This represents the hope of preserving local culture, historical monuments, biodiversity and an uncontaminated environment for future generations.

Therefore, analyzing tourism and the hotel world, we observe that this is a sector in which there is a more complex framework of requirements for sustainability. And sustainability means not only environmental but also social and is developing as a key part of any successful hotel.

Corporate social responsibility (CSR) is, today, a very current and important issue. Specifically, in this research, we are going to focus on its use in tourism, especially in hotels. In recent years there has been more and more talk about its need, but mainly focused on the environment, although the social and economic impacts are also important parts of the CSR strategy that should not be left behind. For this reason, we are going to focus more on social well-being and its integration within the hotels.

The main objective of this research is study the current situation of CSR activities of hotels in Malaga capital and propose actions to improve it.

39 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: [www.igi-global.com/chapter/corporate-social-responsibility-and-analysis-of-its-social-dimension-in-hotels-in-malaga/324711](http://www.igi-global.com/chapter/corporate-social-responsibility-and-analysis-of-its-social-dimension-in-hotels-in-malaga/324711)

## Related Content

---

### The Engineering of Territorial Tourism Study Case of Algeria

Mohammed El Amine Abdelli, Nadia Mansourand Smaili Nabila (2020). *Strategies for Promoting Sustainable Hospitality and Tourism Services* (pp. 122-139).

[www.irma-international.org/chapter/the-engineering-of-territorial-tourism-study-case-of-algeria/257677](http://www.irma-international.org/chapter/the-engineering-of-territorial-tourism-study-case-of-algeria/257677)

### The Growing Importance of Gastronomy Tourism in China

Poshan Yu, Heng Tang, Ding Zuoand Ramya Mahendran (2022). *Gastronomy, Hospitality, and the Future of the Restaurant Industry: Post-COVID-19 Perspectives* (pp. 19-47).

[www.irma-international.org/chapter/the-growing-importance-of-gastronomy-tourism-in-china/302151](http://www.irma-international.org/chapter/the-growing-importance-of-gastronomy-tourism-in-china/302151)

### WEB 2.0, Social Marketing Strategies and Distribution Channels for City Destinations: Enhancing the Participatory Role of Travelers and Exploiting their Collective Intelligence

Marianna Sigala (2009). *Information Communication Technologies and City Marketing: Digital Opportunities for Cities Around the World* (pp. 221-245).

[www.irma-international.org/chapter/web-social-marketing-strategies-distribution/22581](http://www.irma-international.org/chapter/web-social-marketing-strategies-distribution/22581)

### The Effect of COVID-19 on the Tourism Sector in Turkey: An Evaluation with Financial Statement Analysis

Duygu engül Çelikayand Ferdi Çelikay (2021). *Handbook of Research on the Impacts and Implications of COVID-19 on the Tourism Industry* (pp. 69-91).

[www.irma-international.org/chapter/the-effect-of-covid-19-on-the-tourism-sector-in-turkey/284000](http://www.irma-international.org/chapter/the-effect-of-covid-19-on-the-tourism-sector-in-turkey/284000)

### The Impact of Social Network on Italian Users' Behavioural Intention for the Choice of a Medical Tourist Destination

Francesca Di Virgilio, Angelo A. Camilloand Isabell C. Camillo (2017). *International Journal of Tourism and Hospitality Management in the Digital Age* (pp. 36-49).

[www.irma-international.org/article/the-impact-of-social-network-on-italian-users-behavioural-intention-for-the-choice-of-a-medical-tourist-destination/177121](http://www.irma-international.org/article/the-impact-of-social-network-on-italian-users-behavioural-intention-for-the-choice-of-a-medical-tourist-destination/177121)