

Chapter 4

Sustainability in Travel: Exploring the Evolution and Future of CSR in Hospitality and Tourism

Madhu Kumari

 <https://orcid.org/0009-0006-7300-3597>

Chandigarh University, India

Suneel Kumar

Shaheed Bhagat Singh College, University of Delhi, India

Nisha Devi

 <https://orcid.org/0009-0000-1401-3038>

Shri Ram College of commerce, University of Delhi, India

ABSTRACT

This study examines corporate social responsibility (CSR) activities in the hotel and tourism industry. They analyzed 123 publications based on stakeholder relationships and organizational dynamics. The results indicate a notable shift in the financial focus of contemporary CSR research, especially with respect to non-customer-focused perspectives. This shift emphasizes the importance of integrating stakeholder interests and customer expectations into CSR initiatives. This review highlights the potential for developing innovative CSR initiatives and provides expert input on Industry on existing CSR initiatives, offering recommendations on how to leverage existing processes. By finding new ways to expand CSR, this article identifies some of the research topics that have been studied. Effective CSR initiatives or studies, understudied contexts and state-of-the-art analytical methods. The analysis also points to new research strategies. To bridge those knowledge gaps and improve industry understanding of CSR, this in-depth analysis fills an important research gap.

1. INTRODUCTION

The concept of sustainability in travel and tourism has developed greatly over the past few decades. This is driven by greater awareness of environmental and social concerns. Hotels and tourism are a highly influential global sector. Therefore, there is an important responsibility to contribute to sustain-

DOI: 10.4018/979-8-3693-8417-6.ch004

ability through the adoption of corporate social responsibility (CSR). CSR in this domain opens up to the integration of ethical, social and ecological considerations in business operations. The Commission stressed the need to reduce its influence adverse environmental effects Ensure business processes support steady and thoughtful growth Jones et.al. (2023), corporate social responsibility (CSR) is a way of integrating ethical, social, and environmental issues into a company's operations. The Commission stressed the need to reduce its influence adverse environmental effects Ensure business processes support steady and thoughtful growth. Promote social well-being and economic sustainability toward a more structured and strategic effort. It aims to reduce our carbon footprint. Climate Action and International Collaboration for Development (WTO, 2015). The foundation of this framework is the 1990s industry push for sustainability reporting and the 2015 Sustainable Development Goals (SDGs) of the United Nations, which push businesses to prioritize issues like responsible consumption Climate Action and Global Development Cooperation (WTO, 2015). These frameworks emphasize a shift from voluntary corporate initiatives towards a more open and structured approach to achieving global sustainability. global (Hall & Gossling, 2018), community supply chain management and sustainability (Bramwell & Lane, 2023), while leading companies are integrating renewable energy Guidelines for reducing waste and sustained adultery to reduce environmental impacts (Font & McCabe, 2022). Dwyer et.al., (2023) Partnerships between government and non-governmental organizations can support plans to achieve long-term benefits for ecosystems and host communities. Especially new technology and stricter regulations, Ren et.al., (2024), the more successful the adoption of sustainable technologies will be Considering the importance of corporate social responsibility (CSR), future developments according to Sigala (2024) may focus on using artificial intelligence in energy management and data management to promote accountability and transparency.

1.1 The Importance of Sustainability in Travel and Tourism

Thus maintaining a balance between economic development and environmental protection (World Environment and Development Organization, 2006) 1987) For example, popular destinations such as Venice and Bali face major environmental problems such as water scarcity and pollution due to excessive tourist traffic (Mordomo, 2019). Addressing these sustainability issues has become a fundamental issue for the hotel and tourism sector. However, the sector is also one of the main sources of decline of the environment resource degradation and social and economic inequality. The rapid growth of mass tourism is likely to result in over tourism. This has a negative effect on communities and quality of life. The concept of sustainable tourism goes beyond minimizing negative impacts. But it is also about developing positive economic and social outcomes. Adopting CSR practices helps companies able to contribute to the ambitious goals of the Sustainable Development Goals (SDGs) set by the United Nations. Therefore, it maintains a balance between economic development and environmental protection (World Environment and Development Organization, 2006) 1987). For example, popular destinations such as Venice and Bali face major environmental issues such as water scarcity and pollution due to excessive tourist arrivals (Butler, 2019). Responding to these sustainability issues has become a key issue for the hospitality and tourism sector.

26 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/sustainability-in-travel/371525

Related Content

Service Quality Dimensionality in Higher Education Institutions (HEIs): An Analytical Approach from Students' Perspective

B. Shanmuga Priya and M. Jeyakumaran (2015). *International Journal of Technology and Educational Marketing* (pp. 60-77).

www.irma-international.org/article/service-quality-dimensionality-in-higher-education-institutions-heis/129775

Marketing of Peace of Demarketing of War?: A Qualitative Study on University Students Effect of Demarketing of War

Carmen Nastase, Touria Neggady Alami, Zakaria Ait Taleband Mounia El Farouki (2019). *Marketing Peace for Social Transformation and Global Prosperity* (pp. 109-120).

www.irma-international.org/chapter/marketing-of-peace-of-demarketing-of-war/218722

Expectation Horizon in Narrative Advertising

Yasemin Bozkurt (2019). *Handbook of Research on Narrative Advertising* (pp. 22-35).

www.irma-international.org/chapter/expectation-horizon-in-narrative-advertising/230435

Online Advertising Intermediary: How Online Advertising Works?

Payam Hanafizadeh, Mehdi Behboudi and Hamideh Mokhtari Hasanabad (2014). *International Journal of Online Marketing* (pp. 29-38).

www.irma-international.org/article/online-advertising-intermediary/110173

Reputation Management: Creating Identity and Building Corporate Image

Aslhan Mihrimah Unutur (2020). *Global Branding: Breakthroughs in Research and Practice* (pp. 557-573).

www.irma-international.org/chapter/reputation-management/231804