Corporate Social Responsibility in the Tourism and Hospitality Industry: The Case of Responsible Travel

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Abstract:

This study aims to explore the environmental policies and practices adopted by tourism and hospitality companies. The findings of the study indicate that Responsible Travel is a leading example of companies that embrace and dedicate themselves to corporate social responsibility (CSR) .

This is evident in the company's commitment to ethical practices in its policies toward stakeholders, society, the environment and employees.

Key words :Responsibility ,Social ,Responsible Travel Company

Jel Codes Classification : M 14, L83

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المسؤولية الاجتماعية للشركات السياحية والفندقية – شركة Responsible Travel نموذجا-

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ملخص

تهدف هذه الدراسة لمعرفة السياسات والممارسات البيئية التي تتبناها الشركات السياحية والفندقية، أظهرت نتائج الدراسة أن شركة Responsible Travel كأنموذج من الشركات الرائدة في تبني وتكريس المسؤولية الاجتماعية، يظهر ذلك جليا في: التزام الشركة بالممارسات الأخلاقية في سياستها اتجاه أصحاب المصلحة، المجتمع، البيئة والموظفين.

كلمات مفتاحية: مسؤولية، اجتماعية، شركة Responsible Travel

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Introduction:

The rapid changes occurring worldwide across all sectors have impacted most companies. As open systems, companies are influenced by, and have an influence on, various changes in the business environment, including economic, social, political, and cultural shifts, as well as changes in the industry environment in which they operate.

Consequently, many trends have emerged highlighting the relationship between companies and society as a key determinant of their success or failure. As a result, companies are now in a position where they must adopt ethical behaviors and attitudes toward the society in which they operate.

Tourism and hospitality companies, like many others, have increasingly focused on community welfare. These companies are no longer merely economic entities seeking profit, but have become key and influential partners in the social and economic environments in which they operate.

These changes have led tourism and hospitality companies to adopt a new model, where tourism practices are ethically responsible, ensuring that companies bear various responsibilities toward all stakeholders—such as customers, employees, shareholders, government, society, and the environment.

Research Problem:

In light of contemporary conditions, tourism and hospitality companies are striving to adopt ethically responsible tourism practices within the societies in which they operate. Responsible Travel is one such company that is working diligently to promote "responsible travel" practices.

Thus, the aim of this study is to explore the most important CSR policies and practices implemented by Responsible Travel. Based on the above, the main research question is: What are the corporate social responsibility policies at Responsible Travel?

This question leads us to a set of sub-questions:

1. What is the importance of adopting and implementing CSR in tourism and hospitality companies?
2. What tools do tourism and hospitality companies use as reference points for adopting CSR?
3. Are there established metrics for measuring CSR in tourism companies?
4. What is the state of CSR at Responsible Travel?

Study Objectives:

1. To highlight the benefits that tourism companies gain from adopting ethical tourism practices.
2. To discuss the tools that tourism and hospitality companies use to adopt ethical practices.
3. To clarify the main metrics that tourism and hospitality companies can use to measure ethical practices.
4. To highlight the main socially responsible practices and policies at Responsible Travel.

Research Methodology:

The deductive approach was used in this study, employing descriptive and analytical tools. This involved describing the theoretical concepts related to CSR in tourism and hospitality companies and analyzing the various ethical policies and practices at Responsible Travel.

I. The Concept of Corporate Social Responsibility in the Tourism and Hospitality Industry

Corporate social responsibility (CSR) is not a new topic. The World Tourism Organization recognized its importance approximately 15 years ago, in the Global Code of Ethics for Tourism published in 1999. This code emphasized the commitments of key stakeholders related to tourism development, sustainability, environmental protection, and the preservation of natural resources. The roots of this interest lie in the concept of responsible tourism, which was introduced by the company Heathers in 1965, based on the following pillars: minimal intervention in the natural environment, respect for cultural differences, maximum involvement of local communities in providing tourism services, and increasing tourist satisfaction. Tourism should be developed by the local community in a controlled manner, leading to discussions around sustainable tourism and the use of the term sustainability after the "Our Common Future" report in the early 1990s. "Inskeep" identified five main criteria for sustainable tourism, which addressed the economic, environmental, and social responsibilities of tourism, as well as its responsibility toward tourists (visitor satisfaction), and global justice and equity.

It is important to note that the "voluntary" adoption of CSR is, in fact, the result of the integration of the new model's impact on development (linked to sustainable development patterns) that has effects on the public according to strategies and policies, market pressures (linking both behaviours and new values that define current consumption attitudes and competition), and the integration of ethical values into corporate behavior patterns (خلوفي و شريط، 2020).

I-1Definition of Corporate Social Responsibility in Tourism and Hospitality Companies

CSR in the tourism and hospitality industry refers to the ethical framework and practices adopted by companies to operate in a socially responsible manner. This includes efforts to positively impact the environment, society, and economy while ensuring sustainable growth (Sabio) .

I-2 Importance of Corporate Social Responsibility in the Tourism and Hospitality Sector Second Subtitle

The significance of CSR in tourism and hospitality institutions is reflected in various practices such as compliance with environmental laws, community involvement in energy conservation, providing safer products, and improving the working conditions of employees to ensure their commitment and loyalty. Attention to work ethics is also crucial, as ethics in the tourism and hospitality sector affect employee turnover rates, organizational commitment,

job satisfaction, and customer satisfaction and loyalty. It is noteworthy that employees in this sector face numerous unethical practices daily, either from some clients or other stakeholders, leading some to engage in actions that could harm the institution or leave if given the opportunity. Furthermore, unethical practices by employees or stakeholders may lead to negative publicity, damaging the company's image and shaping negative perceptions among customers, which may ultimately influence their behaviour (بوباكير و بوساق، 2024) . Therefore, adopting CSR in tourism and hospitality companies brings the following advantages:

Improving the Reputation of Tourism Companie

Reputation is a crucial factor for the success and longevity of tourism companies. In today's world, where information is easily accessible online, any negative experience can quickly affect a company's reputation. Therefore, adhering to CSR principles can significantly contribute to enhancing the reputation of tourism companies. CSR strengthens the image of a tourism company by focusing on its positive impact on society and the environment. When a tourism company adopts responsible practices such as environmental preservation and local community support, it contributes to building a positive reputation that reflects its values and ethics. For example, sustainable tourism programs can improve the company's image, attracting tourists who prefer to support projects that promote environmental sustainability.

Building Trust with Clients and Local Communities

Trust is a fundamental element in any business relationship, especially in the tourism sector, where success depends on personal experiences and reputation. By implementing CSR principles, tourism companies can enhance trust with their clients and local communities. This contributes to building strong relationships with customers. When tourists see that a company considers its social and environmental impacts, it strengthens their sense of comfort and trust. Customers feel that they are supporting a company that respects their values and beliefs, which increases the likelihood of their return and recommendations to friends and family.

Enhancing the Competitiveness of Tourism Companies

In the highly competitive tourism sector, CSR is an effective way to enhance competitiveness. Companies that adopt responsible practices have a clear competitive advantage over their rivals. When tourism companies incorporate CSR into their strategy, they differentiate themselves from competitors by offering unique experiences to tourists. This could include providing sustainable tourism experiences, supporting local projects, and developing educational programs about local culture. Additionally, CSR commitment attracts a specific type of customer who seeks experiences that align with their values. Many tourists today prefer to support companies that show commitment to sustainability and social responsibility, which helps increase customer base and revenue (حامد، 2024) . Further more, CSR can contribute to the following (Strillak, 2020/2021):

- **Increase in Socially Conscious Demand:** When CSR is correctly implemented, it can attract demand to this sector. According to a survey by Edelman, 70% of respondents confirmed that they are willing to pay more if a company is socially responsible.
- **Employee Welfare:** Tourism and hospitality companies are expected to gain long-term benefits, as employees feel motivated to improve their lives, reducing turnover rates each season.
- **Revenue Growth:** Empirical studies show that implementing CSR leads to increased short-term stock value in tourism and hospitality companies because people have more trust in socially responsible companies. Profitability is also higher in compagnies that adopt CSR.

I-3 Key Aspects of Corporate Social Responsibility in the Tourism and Hospitality Industry

The essential aspects of corporate social responsibility (CSR) in the tourism and hospitality industry include the following (Sabio):

Environnemental Sustainability

- **Energy and Water Conservation:** Implementing measures to reduce energy and water usage, such as using energy-efficient devices, installing low-flow fixtures, and investing in renewable energy sources.
- **Waste Management:** Reducing waste through recycling programs, minimizing single-use plastics, and converting organic waste into compost.
- **Sustainable Practices:** Sourcing food and products locally, supporting sustainable agriculture, and promoting eco-friendly tourism activities.

Community Engagement:

- **Supporting Local Communities :**Partnering with local businesses, employing local people, and sourcing products from local suppliers to boost the local economy.
- **Cultural Preservation:** Promoting local culture and heritage through cultural tourism and supporting local artisans.
- **Community Development:** Participating in community development projects, such as building schools, healthcare facilities, and supporting local infrastructure.

Employee Welfare

- **Fair Labor Practices:** Ensuring fair wages, safe working conditions, and equitable treatment for all employees.
- **Training and Development:** Providing opportunities for employee training, professional development, and career progression.
- **Diversity and Inclusion:** Promoting a diverse and inclusive workplace where all employees feel valued and respected.

Ethical Business Practices

- **Transparency and Accountability:** Maintaining transparency in business operations and being accountable to stakeholders, including customers, employees, and the community.
- **Ethical Marketing:** Avoiding deceptive marketing practices and ensuring honest communication with customers.
- **Responsible Sourcing:** Ensuring ethical sourcing of products while considering the well-being of workers and the environmental impact.

Guest Awareness and Participation

- **Raising Awareness:** Increasing guest awareness about sustainable practices and encouraging them to participate in eco-friendly activities.
- **Engaging in CSR Activities:** Providing guests with opportunities to participate in community service projects or eco-tourism activities that benefit the local environment and community.

Health and Safety

- **Ensuring Guest Safety:** Implementing strict health and safety protocols to protect both guests and employees, especially in light of recent global health concerns.
- **Promoting Well-being:** Offering health programs and services that enhance the well-being of both guests and staff.

By integrating CSR into their operations, companies in the tourism and hospitality industry can contribute to sustainable development, build a positive reputation, enhance customer loyalty, and create long-term value for both the company and the community.

I-4 Corporate Social Responsibility Practices in Tourism and Hospitality Companies

The key socially responsible practices for tourism companies are summarized in the following points (Henderson, 2007):

- **Establishing meaningful and measurable social and environmental goals** and providing regular reports on the progress toward achieving these goals.
- **Implementing policies to avoid harm** to the environment and society.
- **Investing in and participating in social welfare programs** to preserve the environment.
- **Forming partnerships with governments and non-governmental organizations**, including local communities.
- **Full compliance with official regulations**.
- **Hiring and training local employees** and purchasing goods and services from local suppliers.
- **Engaging customers and employees** in social and environmental issues of concern.

II. Corporate Social Responsibility in Tourism and Sustainable Development

Implementing the principles of sustainable development in the tourism sector requires "cleaner production and corporate social responsibility." The concept of cleaner production involves the environmental evaluation and improvement of the company, material flow optimization, energy efficiency, green purchasing, waste management, recycling, and monitoring environmental indicators. There are several benefits that arise from implementing a program based on CSR and sustainable development principles in tourism companies, such as(Jucan & Jucan, 2010) :

II-1 Increased Operational Performance through:

- Focusing on new market segments and targeting new customer groups.
- Increasing the use of resources in the region where the tourism company operates.
- Implementing innovative solutions in tourism company management.

II-2 Reduction in Operational Costs through:

- Optimizing operational processes and material flow.
- Improving energy efficiency and reducing consumption.
- Enhancing waste and chemical management.

II-3 Improved Public Image and Increased Awareness through:

- Enhancing communication with stakeholders (authorities, partners, etc.).
- Increasing customer satisfaction.
- Promoting through social media channels.

II-4 Increased Employee Training and Satisfaction through:

- Boosting employee efficiency.
- Increasing job satisfaction through more training opportunities and improved internal communication.

II-5 Reducing Environmental Impact through:

- Reducing pollution.
- Lowering energy, water, and raw material consumption.
- Reducing the amount of waste generated.

Sustainable tourism reflects three important aspects:

- **Quality:** Sustainable tourism provides valuable experiences for visitors while improving the quality of life for host communities and protecting the environment.
- **Continuity:** Sustainable tourism ensures the continuity of the host community, its culture, and its natural resources, while offering new experiences for visitors.
- **Balance:** Sustainable tourism ensures a balance between the needs of the tourism industry, the environment, and the support of the local community.

III. Tools, Metrics, and Reporting for Corporate Social Responsibility in the Tourism Sector

III-1 Corporate Social Responsibility Tools for Tourism

Tourism companies can rely on a set of tools, including certifications and labels, as benchmarks to help them adopt social responsibility. These include:

- **Defining Commitment to CSR in the Company's Vision and Mission** as a guiding principle for management, employees, and stakeholders.
- **Establishing Codes of Conduct and CSR Programs** to implement CSR strategies. In the 1990s, many international hotel chains implemented CSR programs, such as Marriott International's "Spirit to Serve Our Communities" and NH Hotel's "Street Children." Today, many hotel chains have their own CSR programs and publish annual reports on their websites (e.g., Marriott Hotels, Hilton Hotels, InterContinental Hotels, NH Hotels) (Durlacher, 2015).
- **Implementing Environmental Management Systems or CSR Systems** based on international standards. Some of the key standards include:

  ISO 20121: A standard specifically designed for professionals in this field, officially launched in June 2012, just before the London Olympics. It is based on the British BS8901 standard and applies to the entire sector, encompassing principles of sustainable development as well as social and solidarity-based economy.

  ISO 14001: A standard developed in 1996 for environmental management systems.

  ISO 26000: A standard established in 2010 that provides guidelines for corporate social responsibility.

  B Corp (Benefit Corporation): A certification awarded to companies in the U.S. committed to having a positive impact on the planet and society in the long term.

  Lucie: The first French label for corporate social responsibility, encouraging organizations to create positive change for individuals and regions.

  Engagé RSE: Certifications issued by the AFNOR organization, tailored to sector-specific characteristics and available for small businesses.

PRESTAD: The French label for leisure and event companies contributing to sustainable development.

- **Conducting Competitions for Environmentally and Socially Responsible Tourism Activities** such as the annual "Tourism for Tomorrow" award presented by the World Travel and Tourism Council, which includes projects related to tourism development ensuring stakeholder participation in their planning and execution.
- **Voluntarily Adopting Certification Schemes and Quality Labels** by incorporating CSR standards and formal processes into the company's business activities. There are two main types of certification schemes:

  Dynamic, process-oriented schemes aimed at continuously improving CSR performance without requiring companies to meet minimum performance thresholds.

  Fixed, results-oriented schemes that measure the achievement of pre-determined performance indicators (Durlacher, 2015).

III-2 Metrics for Corporate Social Responsibility in Tourism Companies

The following are key metrics developed to measure CSR in tourism companies (بوباكير & بوساق, 2024):

- **Corporate Ethical Values Scale (CEV):** This is one of the few scales that can evaluate and measure ethical values at an organizational level. It assesses the degree to which the interests and behaviors of managers align with ethical issues and the rewards linked to these ethical behaviors. The original CEV was designed to be practical and consists of five elements, some formal (ensuring judicial follow-up on unethical behaviors) and others informal.
- **Perceptions of Ethics and Social Responsibility Scale (PRESOR):** This scale was developed to measure the tangible importance of ethics and CSR from the perspective of shareholders and other stakeholders. The PRESOR scale includes general data on the importance of ethics and CSR as determinants of the overall effectiveness and efficiency of the organization. From a shareholder's perspective, the company is expected to take primary responsibility for pursuing their interests by providing products that offer short-term gains. In contrast, other stakeholders believe the company must address community concerns regarding its products and ensure that doing so will yield long-term gains and profits.
- **Employee Perceptions of CSR:** This metric explores how employees perceive the CSR activities of companies and how working conditions have impacted their organizational stance and behavior toward the company they work for.
- **Customer Perceptions of CSR:** Reports published by companies periodically on their implementation of CSR principles are among the most important tools that allow

customers to decide whether to engage with or boycott companies. Therefore, making such information accessible and reliable is crucial for customers.

- **Community Perceptions of CSR:** This metric includes topics such as ecosystems, local communities, child labor, and corporate governance.

III-3 CSR Reporting in Tourism Companies:

The tourism industry still lacks standardized reporting criteria that would facilitate comparisons between different strategies. According to Bobbin (2012), reporting is "a mechanism that enables an organization to manage its economic, environmental, and social impacts by measuring, tracking, and improving its performance." Reporting allows a company to develop effective CSR strategies, improve performance continuously, and inform stakeholders about its CSR performance.

Many tourism companies publish CSR reports, but they are difficult to compare due to the lack of common reporting standards in the tourism industry. Many tourism companies base their reports on the Global Reporting Initiative (GRI) standards, such as Accor Hotels, Marriott, InterContinental Hotels Group, and Rezidor Hotel Group. The GRI provides guidelines on how to report and what requirements apply to organizations of any size, sector, or location. It emphasizes that "the report should provide a balanced and reasonable representation of the sustainability performance of the reporting organization, including both positive and negative contributions," highlighting the importance of transparent, honest, and accurate representation of the company's actions. Currently, over 3,500 organizations report according to the GRI guidelines, but only 1.6% of them are from the tourism and leisure sector (Durlacher, 2015).

IV. Corporate Social Responsibility at Responsible Travel

IV-1 Introduction to Responsible Travel

Responsible Travel is the first and largest responsible vacation company in the world, founded in 2000. The company has provided bookings for over 200,000 customers (Responsible Travel).. Specializing in sustainable tourism, the company focuses on providing travel experiences that respect the environment and local cultures. It aims to support local communities and reduce the environmental impact of tourism by encouraging tourists to embrace responsible travel. The companyoffers a variety of trips, including:

- **Ecotourism:** Organizing trips in natural environments with a focus on environmental conservation.
- **Community Tourism:** Encouraging tourists to stay at accommodations managed by local communities.
- **Cultural Activities:** Providing experiences that allow visitors to engage deeply with local cultures.

IV-2 CSR Tools at Responsible Travel

The company has adopted several tools, including certifications and labels, as benchmarks to help it embrace CSR. These include:

- **Commitment to CSR in the Company's Vision, Mission, and Objectives** as a guiding principle for management, employees, and stakeholders.

- **Mission of Responsible Travel:** The company's mission is to make travel an enjoyable experience for everyone by supporting local communities and reducing environmental impact.
- **Vision of Responsible Travel:** The company seeks to create a better world for travel and accommodations, where travel serves as a positive force for both local populations and tourist destinations.
- **Objectives of Responsible Travel:**
    - **Nature:** The company aims to contribute positively to nature conservation by 2030.
    - **Carbon:** The company targets a measurable 50% reduction in carbon emissions by 2030.
- **Trip for a Trip Initiative:** This program aims to apply the principle of providing one trip for every vacation, benefiting an underprivileged child with a day trip. The program is funded by a 1% donation from bookings to support day trips for disadvantaged children.
- **Environmental Management Role:** Responsible Travel plays a key role in supporting environmental management in a manner distinct from industrial companies relying on ISO standards. The company integrates responsible environmental practices into its core business model by providing comprehensive information about its travel partners' practices and educating travelers to make informed decisions aligned with sustainable travel principles.
- **Responsible Tourism Awards:** Established in 2004 to encourage the best innovations and responsible practices worldwide, these awards were later renamed the **World Responsible Tourism Awards**. The awards cover a wide range of categories, such as the best responsible tourism initiative, best cultural tourism initiative, and best initiative for poverty reduction.

IV-3 Measuring CSR at Responsible Travel

There is no universal system for measuring responsible tourism, so the company examines and monitors the tourism companies it endorses on its website. The company also values traveler reviews to assess sustainable tourism behaviors. Responsible Travel currently has 12,000 reviews, 95% of which have received a 4 or 5-star rating. These reviews are sent to tourism companies as part of an audit and control process to ensure continuous improvement. They are also displayed on the website for travelers to view, helping them make informed destination choices.

IV-4 CSR Reporting at Responsible Travel

Responsible Travel provides detailed reports on its CSR initiatives and impact in areas such as environmental protection, support for local communities, and carbon emission reductions. Below are some key indicators for sustainable tourism according to the company's 2024 report:

- **Renewable Energy Accommodations:** The company aims to provide accommodations powered by renewable energy, with 502 holidays in 2024.
- **Electric Self-Drive Holidays:** Two electric self-drive trips in 2024 in electric vehicles.
- **Carbon:** The company aims to increase the number of carbon-labeled holidays, having recorded 350 carbon-labeled holidays in 2023, which increased to 886 holidays in 2024.
- **Rail Holidays:** The company aims to expand its global rail offerings, with 89 rail holidays in 2024 compared to 62 in 2023.
- **Flight-Free Holidays in the UK:** The company offers holidays that are free of flights, recording 118 holidays in the UK in 2024, down from 122 in 2023.
- **Local Participation:** The goal is to increase the number of holidays that involve local populations, with 187 holidays in 2024 compared to 58 in 2023.
- **Vegan and Animal-Free Holidays:** The company aims to increase the number of holidays offering vegan and animal-free food, with 1,570 holidays in 2023, rising to 1,856 in 2024.
- **Reducing Plastic Use:** The company aims to raise awareness among travelers about reducing plastic usage, with 60 holidays recorded in 2023, decreasing to 47 in 2024.
- **Wildlife Holidays:** The goal is to expand wildlife holidays, with 11 holidays recorded in 2023, rising to 17 in 2024.
- **Trip for a Trip Program:** The company aims to register more holidays benefiting underprivileged children, with 5,500 children from 14 countries benefiting since the program's inception in 2016. This number is expected to increase to approximately 6,800 children in 2024.
- **Carbon Impact:** The company measures the approximate carbon impact for scope 1 and 2 of specific trips, sharing this information with customers through carbon labels for holidays. This information can be used to track changes and report progress on achieving carbon reduction goals. The company aims to reduce carbon in scope 3 (flights and emissions), with 885 carbon-labeled trips in 2024, compared to 350 in 2023.

IV-5 Responsible Tourism Policy at Responsible Travel

Responsible Travel's responsible tourism policy aims to maximize the economic, social, and environmental benefits of travel. It includes selecting sustainable destinations, supporting community initiatives, encouraging ecotourism, and promoting responsible behavior among travelers.

- **Company Policy with Stakeholders**

The company prioritizes selecting tour operators based on social, environmental, and economic responsible tourism criteria. Tourism companies must be transparent about their responsible tourism policies. Responsible Travel assists tour operators in developing and implementing effective and responsible tourism policies. Currently, the company works with more than 400 specialized tour operators and runs numerous campaigns to encourage other companies (e.g., Thomson Holidays, Thomas Cook, My Travel) to adopt responsible tourism. As a result, the Federation of Tour Operators (FTO) publicly committed to ensuring that its members adopt responsible travel policies within a year.

- **Company Policy Toward the Community**

Tourist Destinations: The company's primary goal is to market holidays that have a more significant positive impact on local communities, cultures, and individuals. These holidays help create jobs for local populations, increase income, and reduce negative impacts on culture and the environment.

Voluntary Work for Employees: Employees are encouraged to engage in at least one day of voluntary work per year, such as participating in local environmental conservation projects.

Charitable Contributions: The company regularly donates to charitable organizations. Between 2006 and 2015, donations amounted to 14% of the company's profits. In 2016, the company launched the **Trip for a Trip** initiative, where customers fund day trips for underprivileged children. Additionally, the company participates in the **Payroll Giving** program, encouraging employees to donate to charity in exchange for tax exemptions.

Local Populations: The company always strives to engage with local populations to ensure maximum income generation for the local area.

- **Company Policy Toward the Environment**

Tourist Destinations: Responsible Travel markets environmentally responsible holidays to minimize the negative impacts of tourism on local environments. It carefully examines and monitors each holiday individually.

Carbon Reduction: Responsible Travel is one of the leading companies focusing on reducing carbon use in tourism. It supports energy-saving initiatives at tourist destinations and advocates for "green flights."

Environmental Office, Recycling: The company follows the "reuse then recycle" principle and is committed to educating and training all employees on environmental issues.

- **Paper:** The company follows a "paperless office" policy, minimizing printed materials except for essential documents.
- **Single-Use Plastics:** The company works to eliminate plastic from its operations, especially single-use plastics. Notable policies include replacing plastic milk cartons with reusable glass bottles and recycling biscuit wrappers.
- **Recycling:** The company recycles as many materials as possible, including paper, cardboard, printer cartridges, and cans.

Transportation: Employees are encouraged to use public transportation (instead of private vehicles) for company-related tasks whenever possible. They are also encouraged to walk, bike, or use public transportation to commute to work (currently, 95% of employees use public transport). The company also implements the **Bike 2 Work** program, allowing employees to purchase bikes tax-free.

Energy Use: The company ensures that computers and other electronics are turned off (not left on standby) overnight and during holidays. Computers are also turned off during lunch breaks and meetings.

Purchasing: The company purchases recycled and biodegradable products, including recycled printer cartridges when possible. Old furniture and computer equipment are donated to charity.

• **Company Policy Toward Employees:**

The company aims to create a supportive, enjoyable, and excellence-driven work environment. It offers flexible full-time and part-time work arrangements, ensuring a good work-life balance for employees. Employees are encouraged to attend training courses as needed.

Conclusion:

Tourism and hospitality companies today are placing more emphasis than ever on adopting ethical practices. These companies strive to maximize the benefits of the economic, social, political, and cultural environments in which they operate, leading to a re-evaluation of their policies and practices toward the environment. Therefore, integrating CSR into tourism and hospitality companies is a strategic decision essential for contributing to sustainable development, building a positive reputation, enhancing customer loyalty, and creating long-term value for both the company and the community.

Study Results: Based on the previous analyses, the following conclusions were reached:

- **Corporate Social Responsibility (CSR) in Tourism and Hospitality:** CSR in tourism companies is the ethical framework and practices that these companies adopt to operate in a socially responsible manner. This includes efforts to positively impact the environment, society, and economy while ensuring sustainable growth.
- **Benefits of CSR for Tourism Companies:** Tourism companies gain numerous benefits from adopting CSR, with the most significant being: improving their

reputation, enhancing trust with customers and local communities, and increasing their competitiveness in the market.

- **Key Areas Impacted by CSR:** CSR is considered an important issue that impacts many areas for tourism companies, including environmental sustainability, community engagement, employee welfare, ethical business practices, increasing guest awareness and participation, and ensuring guest health and safety.
- **Tools for Adopting CSR:** Tourism companies can rely on a set of tools, such as benchmarks, to help them adopt CSR practices. Key tools include defining CSR commitments in the company's vision and mission, developing codes and programs to implement CSR strategies, and obtaining quality certifications, environmental management systems, and other relevant certifications.
- **Responsible Travel's Commitment to CSR:** Responsible Travel demonstrates its commitment to CSR clearly in its mission ("making travel an enjoyable experience for all"), its vision ("creating a better world for travel and accommodation"), and its goals ("preserving nature and reducing carbon emissions").
- **Responsible Travel's Responsible Tourism Policy:** Responsible Travel's responsible tourism policy focuses on selecting tourism companies based on responsible tourism standards, choosing sustainable tourist destinations, supporting social initiatives, promoting responsible behavior among travelers, and ensuring employee well-being.

In summary, it can be concluded that tourism companies, through adopting and integrating CSR into their activities, aim to achieve sustainable development and enhance the company's reputation. This, in turn, fosters trust with customers and local communities, while also boosting the profitability of tourism and hospitality companies.

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