

CORPORATE SOCIAL RESPONSIBILITY IN TOURISM

ABSTRACT

The aim of this paper is to indicate the role of managing resources in tourism in a sustainable way and to outline possible benefits from implementation of corporate social responsibility concepts. Tourism is one of the fastest-growing and the most important economic branches in the world, characterized by rapid recovery from the crisis, seasonal employment and low wages, which indicates the importance of attention to socially responsible business and the consequences on society, people and environment. Corporate social responsibility is recognized in terms of globalization, as a commitment for open and ethical business according to the principles of sustainable development.

Companies engaging in corporate social responsibility related activities can build up and improve a resource or capability, in addition to make a significant contribution towards sustainability and may have a sustained competitive advantage as a result for a long-term period. Awareness of socially responsible business and the incorporation of its principles into the core postulates of companies can not only strengthen market position, but also can be the driver of wider social development.

Keywords: corporate social responsibility, tourism, sustainability, competitive advantage