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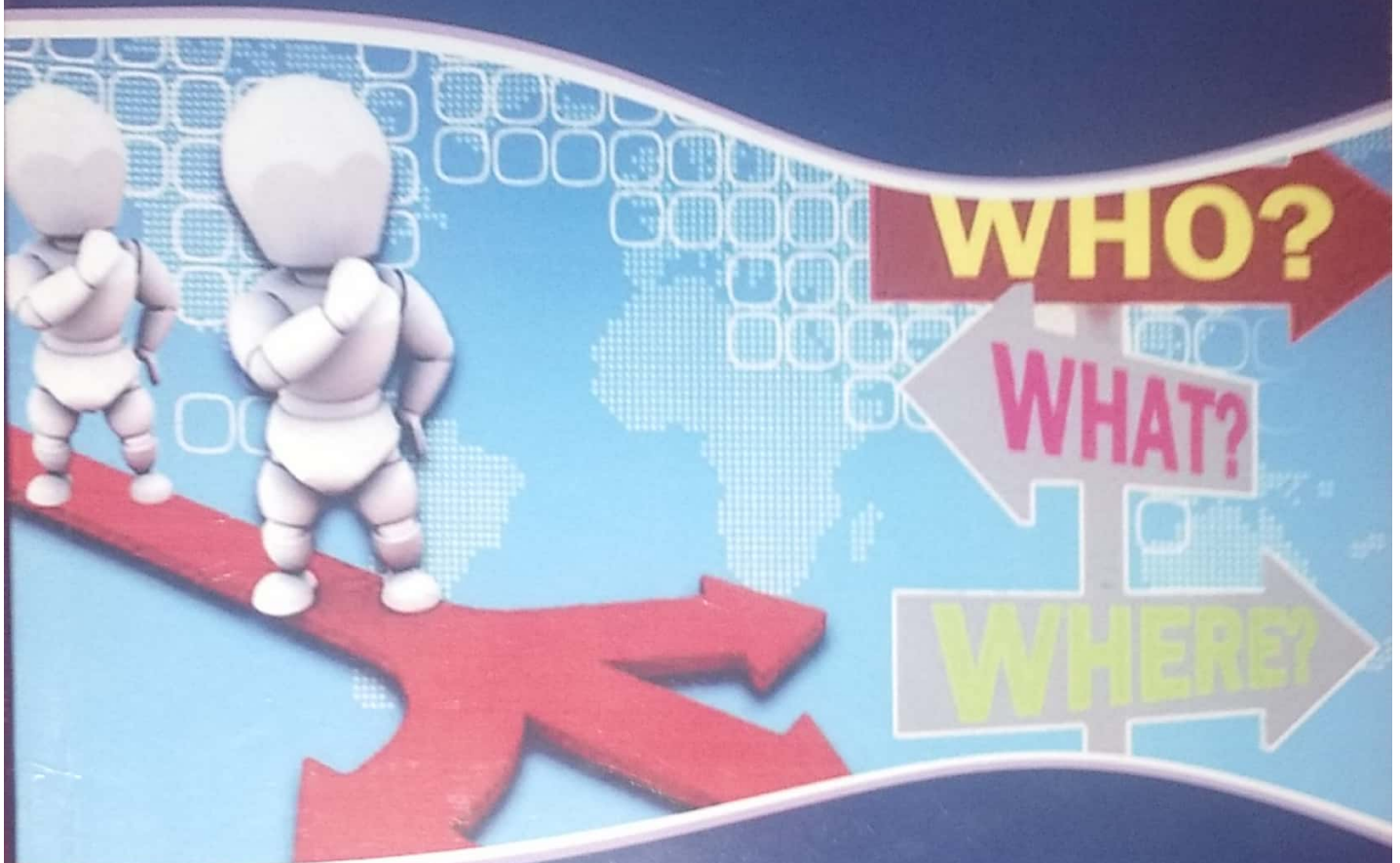
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CORPORATE SOCIAL RESPONSIBILITY OF HOSPITALITY INDUSTRY IN KERALA

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Abstract.

The hospitality industry is a multibillion-dollar industry serving millions of people globally and is expected to grow even more over the next few decades. Demand for hotel accommodation is driven in part by the travel industry, and with a forecasted number of 1580 million tourist arrivals by the year 2020 added pressure has been put on the hospitality industry, which typically lags behind other industries in responding to CSR challenges, to pay more attention to sustainability issues. These papers evaluate the labour and environmental issues in hotel industry and analyze the CSR indicators.

Keywords: Corporate Social Responsibility, CSR indicators, CSR issues.

Ethical Issues in Hospitality Industry in Kerala

For decades, social responsibility has been one of the major issues facing global enterprise. Demands on corporations to play a greater role in furthering the overall welfare of society has driven many organizations to voluntarily subscribe to codes of ethics and engage in social issues that benefit various groups in society. The balancing of responsibilities to the environment, society and the economy is what has come to be called corporate social responsibility, or CSR. CSR is essentially a concept that embodies the impact a company has on the society in which it operates and its interactions with different interests groups in that society. The concept involves issues that affect all business sectors - such as emissions, employment standards and equal employment opportunity - as well as industry-specific issues.

Activities aimed exclusively at increasing the welfare of society have been criticized by free market economists, who believe that the only social responsibility of business is to increase profits for its owners while staying within the boundaries of the law. But to stay and sustain in the modern competing era CSR become an inevitable criteria to all business enterprises. To attune business unit level communications and corporate communications to CSR, organizations have to work with Common Starting Points (CSP's). CSP's are central values that function as a basis for 'translation' into all forms of communications used by the organization. To be able to define CSP's the communication officer has to have knowledge of what CSR means, what the motivations are, which tangible and intangible components influence CSR, how it is communicated and in the end will be audited.

The most used definition of CSR is "Economic, Social and Environmental development that meets the needs of the present without compromising the ability of future generation to meet their own needs" One thing is clear from this definition, CSR is based on three interrelated pillars: the economy, the environment and social aspects. In other words it is laid on the principle, the triple bottom line (TBL), people, planet, profit. Entrepreneurial activity in the triangle where these three dimensions come together is truly CSR in the broad sense of the word. The planet dimension is the ultimate bottom line. The economy (profit) depends on the global ecosystem (planet) and society (people) depends on the economy.

Why hotel Industries Integrate CSR in Operations

The motivations to integrate CSR into an organization are a mix between in organization investments and community-investments. In this mix all motivations are equally important and enhance each other. The major reasons why hotel industry has to integrate CSR in their operations are;

Improving Image

CSR has a direct influence on the image of an organization as the corporate image is mostly influenced by behavior. The corporate image can be described as the picture that stakeholders have of an organization. For global organizations the corporate image has to be maintained globally.