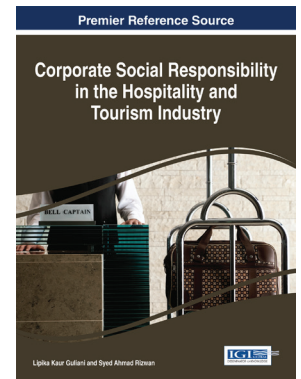


Corporate Social Responsibility in the Hospitality and Tourism Industry

Part of the Advances in Hospitality, Tourism, and the Services Industry Book Series

Lipika Kaur Guliani (Panjab University, India) and Syed Ahmad Rizwan (Tourism Recreation Research, CTRD, India)



Description:

Increased tourism benefits local economies by creating more revenue and employment options as interest in the location grows. However, as the hospitality and travel industry continues to grow and adapt, it becomes imperative that they implement socially responsible procedures.

Corporate Social Responsibility in the Hospitality and Tourism Industry discusses issues and challenges faced by organizations implementing responsible business practices within the travel, hotel, leisure and hospitality industries. Featuring best practices and theoretical concepts on the support of local economies, ethical sourcing of native goods, and sustainability procedures

Readers:

This publication is a vital source for policy makers, academicians, researchers, students, technology developers, and government officials interested in emergent ethical and moral practices within the travel industry.

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Topics Covered:

- Climate Change Mitigation
- Consumer Responses
- Economic Growth
- Employee Engagement
- Gendered Perspectives
- Sustainability
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