

## THE DETERMINING ROLE OF SOCIAL RESPONSIBILITY IN CHOOSING A TOURIST DESTINATION

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### Abstract:

*Seventeen Sustainable Development Goals (SDGs) announced by the Organization of United Nations are the current direction for business development. Responsible activity of companies are actions promoting breakthrough solutions in the social, ecological and economic aspect. The importance of social responsibility (CSR) in the development of tourism is becoming more and more emphasized. Rising and conscious consumer requirements are increasingly related not only to services, but to the search for added value, eco-development, and environmental protection, respect for and striving for a clean climate, focus on aspects of health, healthy eating and unprocessed food. In tourism, an important link is the hotel industry. Hotels are everywhere, they are both global and local. Hotels cooperate with many stakeholders, use various facilities and use environmental resources like water and energy, generate waste, sewage and consume raw materials. The hotel industry has a huge impact on the implementation of goals and tasks of sustainable development. The aim of the paper is to show changes and development trends in the tourism industry, paying particular attention to good business practices in the hotel industry. Good social responsibility practices in the area of the market, environment, society on the example of the hotel industry in Poland and Turkey were analysed. The main issues of the analysis are:*

### Introduction

Corporate Social Responsibility (CSR) means the implementation by the organization responsibility for the impact of its decisions and activities on society and the environment by the transparent behaviour. Business is increasingly looking for innovation and new-fangled solutions. Actions that are responsible to society, the environment, employees or the market helping organizations improve the public image and bring them more profits than much more expensive

advertising. In modern times the strategy is becoming the determinant of corporate governance and priority in building the comprehensive business development strategy.

Also the European Union documents like: “Lisbon Strategy”, “Green Paper”, “White Paper”, “Seventeen Sustainable Goals”, or ISO 26000 Standard, which define CSR as the organization's responsibility for the impact of its decisions and

activities on society and the environment, through transparency and ethical behaviour, contribute to sustainable development, including the health and well-being of society, and takes into account the expectations of stakeholders.

Social responsibility in business, and in tourism, above all, is the management of stakeholders. It should be emphasized that currently running a business is part of the so-called team game with stakeholders. The consumer is the most important stakeholder of any organization. Currently, consumers are socially and ecologically aware, and more and more often they are guided by ethical criteria.

Hospitality as a source of global ecological and social threats should particularly contribute to the transformation of traditional production and consumption into a sustainable form. The tendency to take on social responsibility also increases in order to strengthen consumer awareness. Pro-social activity of companies, changes in the manner of management, customer information, reliable messages about the benefits of offered products consumption more often build the company's advantage on the market and affect its economic efficiency. The emphasis here is the ability to identify and prioritize, to identify their needs, the opportunities and risks associated with them, and the ability to respond consistently to expectations with the optimal effect for building the company's value [1,p.211].

The rank of non-material values in company's increases, and therefore non-financial risks, such as reputational and operational ones, are associated with broadly understood trust (social, environmental and ethical issues). They affect the company's perceived goodwill and its ability to generate goodwill, also in the future [2, p.178].

In relation to stakeholders, the pressure to disclose data also increases. The pressure comes from three directions: the regulator, the investor environment as well as customers and consumers. Corporate social responsibility is primarily involving stakeholders, identifying key aspects of sustainable development resulting from the company's operations and presenting the risk management method [3].

The importance of social responsibility in the development of tourism is becoming more and

more emphasized. Especially in the era of quick information and exchange of this information between stakeholders - tourists, this industry cannot afford to disregard the principles of ethics and responsibility. Consumers' requirements concern more and more often not only services, but also the search for added value such as eco-solutions, environmental protection - respect for and striving for a clean climate, focus on the aspect of health, healthy eating or unprocessed food.

### **Methodology of research**

The aim of the research part of this paper is to show examples of functioning and developing the tourism business using the concept of CSR. The main questions were pointed out:

- What is the scale of responsible practices of the hotel industry in Poland and Turkey?
- What kind of the approach to implementation of CSR solutions can be find in the hotel industry in Poland and Turkey?

Good practices in Polish and Turkish hotel facilities of various brands of various standards, which communicate their commitment to CSR through tools such as papers and expert opinions, press releases, interviews, folders and websites were analysed. The paper uses literature on issues of corporate social responsibility, articles showing the achievements of selected hotel facilities in the field of CSR, information available on hotel facilities websites, sustainable development strategies and reports, corporate brochures. Based on secondary sources the conducted research allowed to interpret the results by the method of analysis, synthesis, comparison and deduction.

In carrying out this analysis, tourist guides, statistical data of organizations such as The World Tourism Organization (UNWTO), The Polish Tourism Organization (POT) and social reports, reports of the Ministry of Culture and Tourism in Poland and Turkey, Eurostat and Turkstat as well many other websites, were used.

### **Research results**

#### ***The importance of stakeholders***

The concept of stakeholder is inseparably connected with the conception of corporate social responsibility [3]. Stakeholders are referred to as persons or groups who have demands on the

enterprise and the activity of that enterprise is the object of their interest. Stakeholders, also known as interest groups, are entities in a voluntary or forced relationship with an enterprise. All groups of stakeholders, their needs or tasks are an essential element of decisive directions development of the company.

In the tourism industry, a stakeholder, a consumer, who constantly assesses the operation of hotel facilities and services, has a great importance. A significant increase in the conscious choices of responsible hotel practices can be observed among tourists. Actions towards sustainable development of tourist services determine which organizations are worth choosing, using them and which are rejected.

Increased interest of stakeholders to social responsibility is the consequence of:

- increasing societal expectations of the inability of State institutions to provide basic social needs or environmental protection;
- the process of globalization of the economy, in which the occurrence of homogeneity of products makes the brand of a company more important than a product, hence the tendency to build a competitive advantage based on the social sensitivity of the enterprise;
- progressive expectations in terms of transparency of business and improving the creditworthiness of companies in the face of economic affairs known thanks to the media;
- not accepting aggressive marketing and gaining new ways of competition based on trust [4].

In the realities of capitalism, the consumer is identified with the link without which the economy is unable to exist. In contrast, in the realities of the legal system, "a consumer is a person who concludes a contract with an entrepreneur for a purpose not directly related to business activity" [5,p. 259-260].

When it comes to the role of the consumer on the market, we can distinguish two trends. One of them is perceiving the consumer as a person dictating the conditions and having real power on the market. The second is the perception of the consumer as an object of business world activity, a person manipulated by business, being a puppet controlled by entrepreneurs. A common feature of

these trends is the perception of the asymmetry of the business – consumer relationship, where this asymmetry manifests itself in financial, technical and informational imbalance between them [5].

Referring to research of SGS and Maison Research House, whose results were published in the journal "As Business", thanks to segmentation analysis specialists could distinguish six consumer profiles on the Polish market in terms of their attitude to CSR activities (Fig 1.) (CSRconsulting, Barometr CSR, 2016):

1. Fulfilled realists - they choose the products and services of companies that undertake socially responsible activities, seek such practices, believe that companies should not only support, but also initiate activities for society and the environment (this segment accounted for 21% of respondents).

2. Sensitive intellectuals - they believe that everyone has an impact on the environment, which is why everyone is responsible for them. This is a segment with very high CSR awareness (17% of respondents).

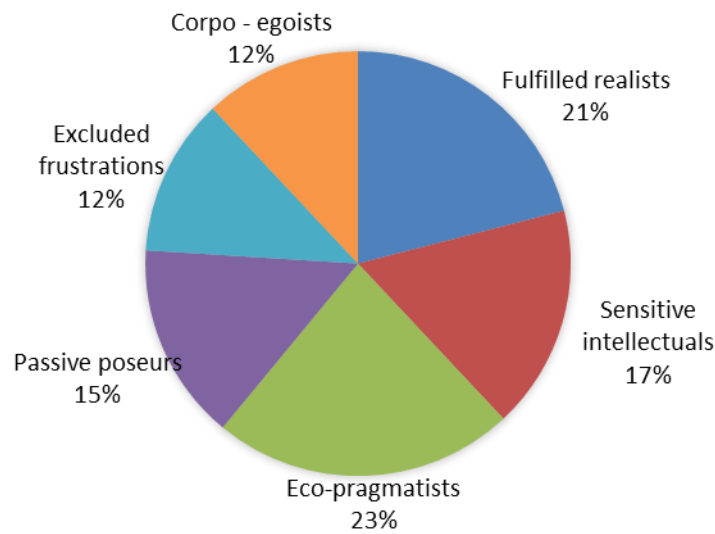
3. Eco-pragmatists - they are less aware of CSR, which is basically limited to ecological activities and thanks to which they can personally benefit (e.g. save). This segment even requires the involvement of companies for the benefit of society and the environment, but at the same time more than half believed that the company should not derive additional benefits from this activity (23% of respondents).

4. Passive poseurs - they have low knowledge and awareness of what CSR is, for them quality is not the responsibility, they prefer a more good product over the ethical approach of entrepreneurs (15% of respondents).

5. Excluded frustrations - one of the segments with the least need to get involved in society and the environment. They feel that most people don't care about the environment anyway, so their own actions for it would not make sense anyway. They do not believe in authentic CSR (12% of respondents).

6. Corpo - egoists - an example of people who think that businesses are from generating profits. They do not believe in CSR activities of companies (12% of respondents)[6].

**Figure 1. Consumer profiles on the Polish market in terms of their attitude to CSR activities**



Sources: CSRconsulting, Barometr CSR 2016.

However among consumers over 60% of respondents\* still expect and even require from companies greater communication and an increased amount of information, activities and commitment in the field of CSR

The basis for creating CSR values in relation to clients is a proactive approach, engaging the client, listening to his expectations, or even enabling him to contribute to the product or service design process.

From the point of view of CSR/sustainable development of an enterprise the most important responsibility in the field of consumers/customers concerns the 4P concept, i.e. product responsibility, responsibility in the field of supply and distribution, responsible pricing policy and responsible marketing communication.

The first mentioned aspect is product liability and for the production process. A characteristic activity in this area is ensuring already at the planning stage and later production the observance of CSR principles, i.e. the Life Cycle Assessment (LCA). This assessment is a comprehensive tool and allows you to analyse the selection of a

product, process or service with the least impact on human health, the environment, and reorganization of production processes, distribution or product design changes, and even the replacement of harmful components. All the more so because deficiencies and errors in the production process May later affect environmental, social and economic losses, and even catastrophes.

Responsibility for supply and distribution focuses on the growing demands of consumers. It is a timely delivery, efficient order processing, minimizing costs, and providing the right size of a batch of goods, a diverse range at the same time and place.

Price responsibility is an indicator of the contribution, value of a product, service and should not constitute excessive value or be an element of price collusion, which aims to eliminate, limit or distort competition in the relevant market.

Responsible marketing communication towards consumers is a key aspect of building credibility, trust and customer loyalty. Responsible communication is based on three main pillars. First of all, it is full product information and customer engagement around the product. Secondly, stakeholders are increasingly interested in the ethical and ecological responsibility of producers and their products / services, and they can receive such reliable messages through labels and quality labels, responsibility. And thirdly, the use of

<sup>1</sup> The authors of the research emphasize that due to strictly defined procedures for recruiting and collecting data, they are reliable and reliable. The quantitative research was supplemented with qualitative interviews that help to understand each of the identified groups - their motives and barriers to involvement in CSR.

socially engaged marketing, i.e. pro-social communication and informing about your own social activities through products.

On the other hand, the lack of transparency in informing also about economic entities supplying, for example, raw materials for production may raise suspicions on the market that the company has "something to hide".

It turns out that not responding to certain consumer needs may be associated with the loss of certain groups of consumers, often also key clients.

#### ***CSR and improving competitiveness***

The implementation of the idea of social responsibility combines economic and social interest, and thus can bring many different benefits to an enterprise. These include among others: better financial result, increased productivity, employee engagement, increase brand value and improve the company's reputation, access to information, reduced response time, or reduction of operating costs.

The development of the CSR concept, whose dimension is, *inter alia*, the pursuit of environmentally friendly actions, the development of social sensitivity and civic attitudes, should permanently translate into strengthening the position of enterprises, which is based on increased competitiveness [7].

When we are talking about corporate social responsibility, we should keep in mind the way and approach of a given company to implementing and acting in accordance with the principles of this concept. The benefits of running a socially responsible business depend on the level of commitment of the society. We can speak of imposed responsibility when the company is merely limited to complying with applicable law, whether in social or environmental terms (Drucker, 1993). We can also distinguish forced liability, e.g. public pressure, which largely depends on the successful operation of a given company on the market. The company's attitude in the field of responsible business may, however, result from voluntary awareness and a sense of concern for the social and economic development of the region. Then we can talk about the highest real benefits, which the enterprise itself as well as the whole society benefits from [8].

Therefore, proper and full implementation of the concept of corporate social responsibility can only be talked about when companies do something that goes beyond applicable law [9].

When we are presenting the benefits of implementing the concept of corporate social responsibility, we should indicate issues such as publicizing and solving important social problems, educate the public, to contribute to social activism, popularizing attitudes beneficial, stimulating economic development and prosperity of the citizens, the impact on improving the environment. Voluntary business initiatives promote higher standards of ethical conduct, translate into additional market value of the company, build customer confidence, increase investor interest and are a reason for employees' pride [10,p.137].

Also R.W. Griffin puts forward the following arguments for social responsibility:

- economic activity creates problems, which is why businesses should participate in their resolution,
- the company is also social groups,
- companies have the necessary resources to solve social problems,
- companies are partners in the economy, as Government and society [11,p 74].

Socio-economic changes have highlighted the need to adapt, and even overtake and faster business responses also in the tourism industry as to economic, environmental and political conditions, e.g. the increasing risk of terrorist attacks, especially in the context of the challenges of safe food, food security or climate change.

However, most often, this is the practice of leaders, large enterprises competing for the attention of consumers and even outdoing themselves in good practices. The largest companies in the tourism industry have their own specific CSR strategies.

#### ***The characteristics of tourism in Poland and Turkey***

Tourism and hotel industry in Poland is still under development. Poland is part of the global tourist market with a growing number of visitors, especially after Poland's accession to the European Union. The most popular tourist destinations

include: the Baltic Sea coast, Mazury Lake District, the Tatra Mountains (the highest mountain range of the Carpathians), the Western Bieszczady, the Sudetes and the Bialowieza Forest. In 2012, Poland was the 17th most visited country in the world by tourists (according to the World Tourism Organization).

In Poland, the number of hotel facilities in 2017 constituted 2,540 hotel facilities and 8,141 other tourist facilities. As at July 31, 2017, there were a total of 10,681 tourist accommodation establishments with 774.0 thousand beds. These facilities reported 32.0 million tourists (83.9 million nights, of which 16.7 million were foreign tourists' nights). The number of foreign tourists increased to 6.8 million, compared to 6.4 million in 2016. Most tourists (24.1 million) stayed in hotel-type facilities, i.e. in hotels, motels, boarding houses, etc., while only 7.8 million tourists used other accommodation facilities. Over half of all tourists were accommodated in hotels - 20.9 million (an increase from 19.6 million in 2016) ([www.pot.gov.pl](http://www.pot.gov.pl), access: 30.07.2019).

Foreign tourists also chose primarily hotel facilities - 6.0 million - compared to 0.8 million in other accommodation facilities. 28.1 million rooms were rented in hotel facilities (i.e. hotels, motels, guesthouses and other hotel facilities), of which 8.5 million were rented to foreign tourists. The occupancy rate of rooms in hotels, motels, boarding houses and other hotel facilities in 2017 amounted to 48.9%. In 2017, the largest number of tourists was recorded in Malopolska and Masovian voivodship (5.1 million and 4.9 million). This also applies to foreign tourists who most often stayed in the same regions, i.e. 1 547 thousand in the Mazovian voivodship and 1 460 thousand in the Malopolska voivodeship (Statistical Analysis, Tourism in 2017).

Whereas Turkey is a country frequently visited by tourists, it occupies a place in the top ten countries with the largest number of arrivals of foreign tourists. The country offers extensive gastronomic, accommodation, transport, entertainment and recreation infrastructure. It also has: well-trained staff in the tourism industry, financial and strategic support of the Ministry of Culture and Tourism. Turkey is a country

belonging to the division of the UNWTO into the European Region, specifically to the sub-region of South-Mediterranean Europe. In this subregion we will also find countries such as Spain, Portugal, Italy, Greece, Croatia, Slovenia, Malta, Macedonia, Gibraltar, San Marino, Cyprus, Israel. These countries are definitely different in terms of culture (Turkey, Israel and Cyprus) as well as in landscape and economic terms. The common denominator, however, can be a rich history and wealth of interesting tourist attractions ([www.turkstat.gov.tr](http://www.turkstat.gov.tr) access: 30.07.2019).

The strengths of Turkish tourism:

- Very well developed tourist infrastructure (accommodation, transport);
- Convenient geographical position (two continents, climate);
- A large number of tourist attractions of anthropogenic and natural;
- An interesting and rich history (the Ottoman Empire, the Roman Empire).

The Weaknesses of Turkish tourism

- High prices out of season;
- Stereotypes about the inhabitants of Turkey;
- Seismically active area (shakes the Earth);
- The threat of terrorist attacks.

According to UNWTO data in 2014, Turkey attracted approximately 42 million foreign tourists, occupying 6th place on the list of the most popular tourist destinations in the world. However, this number fell to around 36 million in 2015 and to around 25 million in 2016. In 2017, this number increased to 32 million.

Istanbul is one of the most important tourism spots not only in Turkey but also in the world. There are thousands of hotels and other tourist-oriented industries in the city. Other important destination are connecting with sea side and cultural attraction in Turkey. Beach vacations and Blue Cruises, particularly for Turkish delights and visitors from Western Europe, are also central to the Turkish tourism industry. Lots of cultural attractions elsewhere in the country include the sites of Ephesus, Troy, Pergamon, House of the Virgin Mary, Pamukkale, Hierapolis, Trabzon.,

Konya Didyma, Church of Antioch, ancient pontic capital and king rock tombs with its acropolis in Amasya, religious places in Mardin, and the ruined cities and landscapes of Cappadocia.

Tourism development in both countries is incomparable. However, the approach to social responsibility and sustainable development in both countries is interesting. Good CSR practices in Poland are still under development, while in the case of Turkey, despite a very extensive hotel base, responsible practices also leave a lot to be desired.

### ***CSR and tourism***

Tourism has been a huge success thanks to the development of services, promotion of the environment and natural values, implementation of activities in the field of sustainable development. On the other hand, the existence and continuous development of tourism and recreation entails a number of negative ecological, economic and spatial phenomena.

Often the dominant objective for the tourism industry is the only economic profit, which significantly affects the impoverishment of architecture and landscape by building tourism infrastructure, including hotels in tourist areas, especially those very rich in natural beauty.

The intensification of tourism development also has many negative consequences in the field of environmental pollution. The figures show that among five-star hotels, carbon dioxide emissions for every square meter of space are even 160 - 200 kg. In the case of water consumption, these values are even 170 - 440 liters per one guest. In terms of waste, it is even over a kilogram of waste for each person daily. It is also stated that the amount of waste generated and carbon dioxide emissions increases with the quality of hotel services offered ([www.polskatimes.pl/artykul/783664,turystyka-hotele-i-zanieczyszczone-srodowisko,id,t.html](http://www.polskatimes.pl/artykul/783664,turystyka-hotele-i-zanieczyszczone-srodowisko,id,t.html), access: 17.07.2019 r.).

Low environmental awareness of both tourists and hoteliers as well as local communities living in tourist areas contribute to this state of affairs.

Also in the economic sphere there is a large number of tourism dysfunctions. The inflation rate

in tourist regions that is much higher than the national average is emphasized. This particularly reduces the standard and quality of life of the local population. Seasonality, as a determinant of an increase in off-season unemployment, when hotels and other tourist entities do not need the same workforce. Negative phenomenon is land speculation involving the global hotel industry in particular countries and regions very attractive for tourists. This speculation mainly affects local entrepreneurs because they cannot afford to pay for land such huge amounts that world hotels industry giants are able to pay. Foreign investors are becoming another problem for the local economies of tourist regions, especially in underdeveloped countries there is an excessive outflow of foreign currency abroad. This reduces the country's multiplier effect on tourism income ([www.polskatimes.pl/artykul/783664,turystyka-hotele-i-zanieczyszczone-srodowisko,id,t.html](http://www.polskatimes.pl/artykul/783664,turystyka-hotele-i-zanieczyszczone-srodowisko,id,t.html), access: 17.07.2019 r.).

The tourist industry, including the hotel industry, generates a huge amount of all kinds of dysfunctions that affect the environment, communities and space. The World Tourism Organization (UNWTO), in response to various socio-ecological threats, tries to influence tourist entities to make them operate in a sustainable manner. The organization calls for three principles to be respected:

1. exploitation of natural resources which are a very important element in the development of tourism in an optimal way;
2. building and promoting tolerance, understanding between cultures and respect for the cultures of local communities;
3. striving to reduce poverty and create permanent employment so that all groups of local communities benefit from tourist activity ([www.zarabiajnaturystyce.pl/dobre-praktyki/ciekawe-przedswiezecia](http://www.zarabiajnaturystyce.pl/dobre-praktyki/ciekawe-przedswiezecia), access: 17.07.2019).

Aspects particularly important for sustainable development of the tourism industry are travel companies that are socially responsible and competitive, the availability of tourism for all citizens, the sector providing the possibility of fair employment and tourism activities giving clear

benefits for local communities. For all of these aspects to function, cultural integrity, special protection of cultural heritage and goods, and environmental protection are needed.

### **Good practices examples of CSR in the hotel industry in Poland and Turkey**

In Poland, there are still few examples of good CSR practices, but from year to year the number of specific initiatives increases. An example is the Hilton Worldwide hotel and the "Light Stay" program which was introduced there. The Hilton hotel program called Light Stay - right today, bright tomorrow is a great example of a comprehensive CSR policy in the hotel industry. It covers all standards that are possible in managing corporate social responsibility policy. For example, Hilton hotels carry out constant measurements of consumption, quality status of all measurable products such as paper or chemicals, and resources such as water and air cleanliness. Hilton strives to standardize, introduce standards in the areas of energy, water and other resources and products, as well as in the field of processes and practices that are environmentally friendly. This action has a global reach and is a priority in the organization's strategy of operation.

At present, the Hilton network can boast measurable successes such as:

- reduced energy consumption by 6.6% in the year 2018 compared to the results from 2008,
  - reduced water consumption by 3.8% in the year 2018 compared to the results from 2008,
  - reducing carbon dioxide emissions by 7.8% in the year 2018 compared to the results from 2008,
  - reduction of waste generation by 19% in the year 2018 compared to the results of 2008 years
- (Hilton Worldwide, [www.pl.hiltonworldwide.com/development/management-services/engineering.html](http://www.pl.hiltonworldwide.com/development/management-services/engineering.html), access: 15.07.2019).

Also, the practice of the Radisson Blu hotel in Krakow indicates the objectives associated with the provision of services of the highest quality, but above all the implementation of socially responsible assumptions, especially those related to the hotel's commitment to the life of the local community and environmental protection. The Cracow hotel as a member of the Rezidor hotel

group, actively operates in three programs, areas of responsible business, namely:

1. Think Planet, consisting in minimizing the negative impacts on the environment in the hotel;
2. Think People, consisting in taking care of the health and safety of employees and guests;
3. Think Together, consisting in respecting ethical and social aspects in the hotel and the local community (Radisson Blu Hotel, access: 15.07.2019).

In the sphere of activities for the environment, Radisson Blu in Krakow is known for its rigorous standards for waste segregation. The hotel has been awarded the prestigious, ecological, global, Green Key hotel certificate and also received the BS-8901 certificate as the first hotel in the world. This certificate has been transformed into the regular ISO 20121 standard, which is a standard that helps event organizers plan and implement projects that do not violate the principles of sustainable development. As a result of the implementation of the above-mentioned standard, the Radisson Blu Radisson Blu in 2011 was also awarded during the "Leaders of Sustainable Development" competition in the marketing category (Radisson Blu Hotel, access: 15.07.2019).

Examples of tourism development with elements of social responsibility are also other initiatives, such as the practice in Nowy Staw and Grodzisk Wielkopolski, where garbage dumps have been turned into ski slopes (Dymowski, 2011, p. 88).

In over 50% of MCC Mazurkas Conference Center & Hotel' units can be observed that water intake devices have elements limiting its consumption, biodegradable cleaning products are used, monitoring of thermal and electric energy consumption, use of CO2 calculator, promotion of ecological solutions, encouraging guests to submit ideas on the hotel website regarding protection environment ([www.mazurkashotel.pl](http://www.mazurkashotel.pl), access: 30.07.2019).

Also the local hotel " Nad przełosem" recommends products from local suppliers and farmers.

Another example can be Hotel "Pod Orłem", in which roof solar panels were used to heat water in the season, in the rooms a power control system was installed, which in the absence of guests in the



room (due to the lack of an activation card) allows you to turn off the left electrical equipment or lighting, gas heating, taps with motion sensors in public toilets, two-phase flushing, water treatment system in a restaurant kitchen, waste sorting, oil used for deep frying utilized in a safe way, limiting disposable cutlery [12].

Good hotelier practices in the area of "local community" include various types of sponsorship and charity campaigns, supporting local entrepreneurs and buying products from them, organizing sporting events with the participation of the local community as well as employees, conducting social dialogue with the business environment (contractors, organizations, corporate clients) to inspire them to CSR activities. Elements of ecological and environmental education of consumers appear more and more in tourism.

Socially responsible practices in the hotel industry in Turkey have been used on a larger scale and practiced for a long time. A wide range of practices is offered at Turkish hotels. These include, above all, environmental and educational solutions. To a large extent they are innovations introduced under the influence of economic factors but also on a wide scale requiring tourists from all over the world. The most common and almost universal practices of CSR in the hotel sector in Turkey include:

- roof solar panels heating water;
- air conditioning system using chilled water technology;
- power control system, which in the absence of guests in the room (due to the lack of an activation card) allows you to turn off the lighting;
- taps with motion sensors in public toilets,
- two-phase water flushing,
- water treatment system in the restaurant kitchen,
- waste sorting,
- the oil used for deep-frying recycled in a safe way;
- the system of deciding by the client about the frequency of washing his bed linen and towels;
- management of energy efficiency, water consumption and waste segregation;
- aerators in batteries;
- lots of greenery around the facilities;

- cooperation with tourist organizations to improve the quality of provided services;
- free Internet access;
- building fully accessible for people with disabilities;
- special tables - meals for demanding customers, local food, water, fish and vegetarian cuisine;
- childcare and special people to organize joint games - animations;
- use of broad educational campaigns on sustainable development.

The following information that has become common practice and are placed in hotels for tourists in a visible place. Posters illustrate examples of good practice to support sustainable development. Among other things, the often appearing educational practices "Together we make tomorrow more beautiful" that promote activities such as "how you can help hotel protect planet":

- use your bathroom towels more often to reduce the use of chemicals and water;
- take a short shower instead of using your bath tub;
- keep your minibar closed to avoid unnecessary use of electricity;
- throw your batteries in the battery waste bin in the lobby;
- inform the manager about water leaks;
- keep your curtains and balcony doors closed when you are outside your room to reduce the use of air conditioning;
- keep your balcony door closed while using air conditioning;
- delivery your hazardous waste like empty aerosols at the reception desk;
- encourage yours children to do the same<sup>†</sup>.

Sustainable development implemented as part of the corporate social responsibility strategy is becoming a more common practice of companies and is reflected in the organization's CSR strategies. A number of tools allow for practical implementation and verification of social, environmental and ethical aspects. Hotels implement a number of rules and codes of conduct, Global Compact rules, industry codes, ISO 14001, EMAS, Standard AA8000, ISO 9001 or Standard

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<sup>2</sup> On the basis of own research in the regions Antalya, Izmir (September, 2016).

ISO 26000. Participation in certification programs increases the credibility of the organization and the authenticity of such activities is quickly verified by customers.

### Discussion

- Corporate social responsibility (CSR) is becoming an increasingly popular concept in the development of the tourism industry. Polish tourist companies are trying to get better against the background of more advanced foreign competition in this respect.

- The customer / consumer is one of the most important stakeholders in the tourism industry. Current consumers are becoming more and more socially and ecologically aware, they are also beginning to pay more attention to ethical criteria in business.

- An important change in the tourism industry is the aspect of the growing number of good CSR practices implemented in companies' development strategies. The application of the principles of responsibility in the tourism industry allows better adaptation to the clients / consumers' needs, increasing the efficiency and quality of work, strengthening the brand and customer confidence, better access to capital.

- Most often, responsibility from the point of view of CSR / sustainable development is practiced in large hotels with international clients, such as extensive hotel bases in Turkey.

- The most commonly used activities are practices in the area of natural environment and the area of social involvement and community development.

- Relations with tourists mainly concern the promotion of sustainable consumption. Hotel facilities ensure that the quality of services is adequate to meet the changing needs of customers. They address their offer to various groups of recipients, including singles or the disabled.

- In the area of market practices, hotel facilities support native entrepreneurship by purchasing products, mainly food from local suppliers.

- Innovations are applied when introducing environmentally friendly solutions in hotels.

- Most hotels introduce the possibility of organizing conferences and events at their facilities as additional events.

### Conclusions

Challenges of the 21st century towards sustainable development mean that corporate social responsibility is part of tourism and hotel reality.

Entrepreneurs providing services related to tourism in a broad sense are required to make optimal use of natural resources, respecting local cultures in a special way, heritage and cultural assets, and environmental protection. It also turns out that more efficient and sustainable use of resources brings companies great savings and also builds a certain social sensitivity in terms of saving energy or other resources. Responsible practices also create a kind of competitive advantage. The customer / consumer is mentioned as one of the key stakeholders of the company, as it is a source of direct and very measurable profits from the implementation of CSR in everyday practices.

Social reporting is slowly becoming the standard. Properly prepared, it is an integral element of CSR management. CSR activities in hotel facilities should be regulated to a greater extent by basic standards that relate to social responsibility.

Due to the extensive hotel base and longer tourist tradition, benchmarking on the Turkish tourist market is extensive. In Turkey, there are many examples related to social responsibility, but often these are practices related to the area of the environment, where hoteliers strive for sustainable consumption of raw materials, waste management, sewage management, saving electricity and heat, reducing water consumption, and reducing emissions. To a large extent, this is also related to economic efficiency. The hotel and tourism practice in Poland is developing. There are more and more good practices in the areas of corporate social responsibility, but this is not such a complex strategy as in the case of hotel industry in Turkey.

Due to extensive issues, the issue requires in-depth research. Will the market of Polish tourism develop more and more intensively and how important will the competitive advantage be using the competitive advantage using the strategy of social responsibility? To what extent will the extensive Turkish market in the field of tourism and hotel industry implement new CSR innovations in this sector?

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## VAI TRÒ CỦA VIỆC XÁC ĐỊNH TRÁCH NHIỆM XÃ HỘI TRONG VIỆC LỰA CHỌN ĐIỂM ĐẾN CỦA DU LỊCH

Ewa Stawicka, Agnieszka Parlińska, Ali Unsal

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### Thông tin bài viết

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Từ khóa:

*phát triển bền vững, trách nhiệm xã hội của doanh nghiệp, du lịch*

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### Tóm tắt

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Mười bảy mục tiêu phát triển bền vững (SDGs) do Tổ chức Liên hợp quốc công bố là hướng phát triển kinh doanh hiện nay. Hoạt động có trách nhiệm của các công ty là các hành động thúc đẩy các giải pháp đột phá trong khía cạnh xã hội, sinh thái và kinh tế. Tầm quan trọng của trách nhiệm xã hội (CSR) trong phát triển du lịch ngày càng được nhấn mạnh. Các yêu cầu của người tiêu dùng ngày càng tăng và có ý thức ngày càng liên quan đến không chỉ các dịch vụ, mà còn tìm kiếm giá trị gia tăng, phát triển sinh thái, bảo vệ môi trường, tôn trọng và phân đấu cho khí hậu sạch, tập trung vào các khía cạnh của sức khỏe, ăn uống lành mạnh và thực phẩm chưa qua chế biến. Trong du lịch, một liên kết quan trọng là ngành công nghiệp khách sạn. Khách sạn ở khắp mọi nơi, họ là toàn cầu và địa phương. Các khách sạn hợp tác với nhiều bên liên quan, sử dụng các cơ sở khác nhau và sử dụng các tài nguyên môi trường như nước và năng lượng, tạo ra chất thải, nước thải và tiêu thụ nguyên liệu thô. Ngành khách sạn có tác động rất lớn đến việc thực hiện các mục tiêu và nhiệm vụ phát triển bền vững. Mục đích của bài viết là cho thấy những thay đổi và xu hướng phát triển trong ngành du lịch, đặc biệt chú ý đến các hoạt động kinh doanh tốt trong ngành khách sạn. Thực hành trách nhiệm xã hội tốt trong lĩnh vực thị trường, môi trường, xã hội trên ví dụ về ngành công nghiệp khách sạn ở Ba Lan và Thổ Nhĩ Kỳ đã được phân tích.

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