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Corporate social responsibility in tourism: International practices

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The global trends demonstrate that the environmental and social issues need serious concerns of business and investment societies. This article focuses on the importance of corporate social responsibility (CSR) within the hospitality and tourism industry in Russia. Over the recent several decades, this industry has observed significant changes in business environment that have stressed the role of corporate social responsibility. Recent researches have shown that CSR may determine a company's long-term success and profitability. There are different approaches to explain the nature of CSR influence on the internal and external processes of hospitality and tourism. The article examines the issues related to the best practices of socially responsible corporate behavior of international companies in the Russian tourism sector. These companies have contributed many efforts and resources in solving the environmental and social issues through their CSR policies and make their brand well known. Their best practices can be very useful for the Russian companies in hospitality and tourism to implicate different CSR policies, plans and strategies and having positive results. © 2018 International Strategic Management Association. All rights reserved.

Ключевые слова:

Corporate social responsibility, Hotels, International companies, Socially oriented behavior, Tourism and hospitality