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Titolo	Responsible Tourism and CSR : Assessment Systems for Sustainable Development of SMEs in Tourism // by Mara Manente, Valeria Minghetti, Erica Mingotto
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Collana	CSR, Sustainability, Ethics & Governance, , 2196-7075
Disciplina	306.4819
Soggetti	Business ethics Sustainable development Calculus of variations Organization Planning Business Ethics Sustainable Development Calculus of Variations and Optimal Control; Optimization
Lingua di pubblicazione	Inglese
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Introduction -- Responsible Tourism -- Corporate Social Responsibility in the Tourism Industry -- Introduction to Reporting Systems -- The Analysis of European Reporting Systems for Responsible Tourism and CSR -- Business Case Studies -- Assessing the Effectiveness of Reporting Systems: Why and How -- Discussion and Future Research -- Conclusion.
Sommario/riassunto	What are Responsible Tourism and Corporate Social Responsibility? What is the industry's awareness regarding these concepts? What are the systems and tools currently available on the market that tourism SMEs can use to assess their engagement and the sustainability of their business? This book is aimed at replying to these questions and offering an innovative contribution to the current debate in the field. After having defined Responsible Tourism and CSR and the environment in which these methodologies develop, the authors

present and compare the main European assessment and certification systems, describe their characteristics and functionalities and discuss the relevant issues concerning their application. Through the AHP model and the selection of a number of relevant case histories, the suitability and efficacy of these systems in monitoring the level of responsibility of tourism SMEs are analyzed and debated. The results obtained contribute to enhance the recognition and diffusion of CSR principles in tourism and to support tourism businesses in choosing the assessment tool that best fits with their characteristics and the nature of their activity. The study also enables students and researchers to build or enhance their knowledge about the main reporting initiatives available in Europe and to assess the potential of the mathematical model applied for this kind of study.
