

1. Record Nr.	UNINA9910337800203321
Titolo	Corporate Sustainability and Responsibility in Tourism [[electronic resource]] : A Transformative Concept // edited by Dagmar Lund-Durlacher, Valentina Dinica, Dirk Reiser, Matthias S. Fifka
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2019
ISBN	3-030-15624-9
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (382 pages)
Collana	CSR, Sustainability, Ethics & Governance, , 2196-7075
Disciplina	910.684
Soggetti	Social responsibility of business Environmental management Tourism Management Sustainable development Industrial management—Environmental aspects Public policy Corporate Social Responsibility Environmental Management Tourism Management Sustainable Development Sustainability Management Public Policy
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Part I: Introduction -- Part II: Assessing Business Behaviours and Leadership from the Standpoint of CSR 2.0 -- Part III: CSR 2.0 Implementation.
Sommario/riassunto	This book offers essential insights into how the world's second largest industry, tourism, is responding to challenges involved in expanding the corporate social responsibility (CSR) concept to corporate sustainability and responsibility, referred to as CSR 2.0. It analyzes the typical setup of tourism with various types of commercial agents:

corporations, small and medium sized enterprises, public-private partnerships, social enterprises and local cooperatives. In addition, the book examines a broad range of voluntary initiatives, the effectiveness of these efforts, and how contextual and wider policy features shape these relationships. The book is divided into three parts, the first of which elaborates on strategic drivers and rationales for CSR. In turn, the second part introduces readers to design approaches for CSR programs and envisaged impacts, while part three focuses on implementation, certification, reporting, and possible outcomes. Each part offers a mixture of theoretical perspectives, synthesis analyses and case studies. The respective chapters tackle a broad spectrum of tourism sub-sectors, e.g. the cruise industry, aviation, gastronomy, nature-based tourism, and urban destinations.
