

Nexus Between Hotel Corporate Socially Responsible (CSR) Practices and Traveler's Perception on Hotel Selection Decision (Special Reference to Down South of Sri Lanka)

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The global environmental threats, scarcity of natural resources, and socio-economic impacts force individuals and companies to evaluate their impact on natural, social, and economic environments. During the past decade, consumers have become progressively more interested in Corporate Social Responsibility (CSR). Therefore, hoteliers have focused on investing in CSR activities. The purpose of this research was to identify the nexus between hotel CSR practices and traveler's perception of hotel selection decisions. The research was based on three key questions. The structured interview method was used to investigate the traveler's awareness on CSR, the link between hotel selection perception and CSR activities, and to ascertain the impact of CSR. Data were collected from 14 respondents using purposive sampling technique in a qualitative approach. Collected data were transcribed and analysed manually using thematic analysis. Results of the study revealed, there was no identifiable nexus between hotel CSR practices and traveler's perception of hotel selection decisions. Further, the impact of CSR practices on hotel selection decision was very low. The results reflected that travelers perceived a positive attitude towards CSR and expect hotels to engage more in CSR. But CSR was not considered as a hotel selection factor. Therefore, it is necessary to work on enhancing the importance of CSR among tourism stakeholders to convert the potentiality of CSR into a key decision factor to attract tourists in the future.

Keywords: Corporate social responsibility, Traveler's perception, Hotel selection, Awareness, Impact