

Chapter 47

CSR in Hotel Industry in India

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ABSTRACT

The objective of this study is to know the role of hotel industry in revenue generation and to know the CSR activities expected from the hotel industry in India. The present study highlights the significance of hotel industry in Indian economy, their demand and supply forces, and various challenges before hotel Industry and Government efforts to remove the problem associated with this industry. The Indian business environment has many its merits and it is therefore the CSR has a large role to play because it has guidelines to help in its progression and the guidelines require playing up India's strengths like innovation. Inter-alia, the CSR should encourage exchange of ideas, systems thinking and problem solving. Further the CSR should support transparency in work culture, innovation, stakeholder engagement besides consumer empowerment, all in order to make businesses do better with new products and services that put human and environmental health at the forefront. We cannot consider these goals as policy because it will result in a stagnation of CSR. These are the mandatory spend encourages. The business sector in India for the development of the society as a whole has to share responsibility with government.

INTRODUCTION

Tourism is one of the world's most rapidly growing industries. In India, the growth promises to turn in to virtual boom by the beginning of the next century. The growing ranks of international leisure travellers are being further swelled by business travellers who are flooding in to India as a result of economic liberalization. It is maxim in the travel industry that everyone who has ever taken a vacation feels that he or she is tourism professional. One cannot deny that an extremely high degree of professionalism is necessary for successful tourism development. The new business and leisure travellers who are flooding in to India are sophisticated and cosmopolitan with wide international experience and they desire the facilities and services of the highest standard. It is imperative that our professional tourism corps be trained to meet these requirements.

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Corporate Social Responsibility is a management concept for the companies to integrate social and environmental concerns in their business operations inter alia interactions with their stakeholders. Through CSR the companies achieve a balance of economic, environmental and social imperatives and addressing the expectations of shareholders and stakeholders. CSR can be a strategic business management concept, and charity, sponsorships or philanthropy. Even though the latter can also make a valuable contribution to poverty reduction, will directly enhance the corporate initiative to assess and take responsibility for the company's effects on the environment and impact on social welfare. The term is the company efforts that go beyond what may be required by regulators or environmental protection groups Corporate social responsibility may also be referred to as "corporate citizenship" and can involve incurring short-term costs that do not provide an immediate financial benefit to the company but instead promote positive social and environmental change reputation of a company and strengthen its brand; the concept of CSR clearly goes beyond that. Corporate initiative to assess and take responsibility for the company's effects on the environment and impact on social welfare The companies' responsibility towards the community and environment (both ecological and social) in which these operate and the Companies express this citizenship through their waste and pollution reduction processes, by contributing educational and social programs and by earning adequate returns on the employed resources

LITERATURE REVIEW

Dr. Amandeep Batra (2013) in study named Sustainability of Corporate Social Responsibility in India (A Study of ITC's Initiative 'E-Choupal') studied that Corporate Social Responsibility (CSR) which was earlier synonyms to the voluntary donations or charity by the corporate houses has found its comprehensive compulsory place in the circles of Trade and Industry globally. The adherence to CSR has not only knocked the doors of corporate houses of developed countries but of the developing country like India too! Due to the growing awareness among the society regarding the lawful rights of masses, the corporate world-wide are bound to do something concrete and result-oriented regarding CSR obligations. The present research paper work has been done to diagnose the present scenario and prevalence of CSR practices in the Indian corporate in general and in the ITC in particular. This paper highlights the prime features of ITC's ambitious CSR project 'e-Choupal' and finds that really this project is pioneering in the field of CSR in general and for the upliftment of rural farmers in particular. Further, it was observed that these kinds of CSR initiatives may become the role-model in the achievement of CSR objectives world-wide.

Mr. Uvais.M, Ms.Hafeefa Cholasseri and Malappuram (2013) in their study named (Corporate Social Responsibility: Dimensions and Challenges In India studied that CSR policy functions as a built in self regulating mechanism whereby business monitors and ensures its active participation towards the society. The compliances fulfill the gap realized by the absorption of business benefits.→ The potential benefits of the business – the scale and nature of the benefits of CSR for an organisation can vary depending on the nature of the enterprise, as a result it is difficult to quantify.→ Business solutions are often revealed with the smooth functioning of the philanthropic means. The correlation between social performance and financial performance often originates CSR.→ Corporate Philanthropy a result that creates charitable efforts to improve their competitive context along with the quality of the business environment.→ CSR moulds in creating a share value with the formula of corporate success with social welfare.→ CSR dimensions are formed under the foundation of Human capital, natural capital and the

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