

A Content Analysis of CSR Research in Hotel Industry, 2006–2017



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Abstract Despite the progress of the field of corporate social responsibility (CSR) in recent decades, the knowledge of CSR has been very limited in hospitality and tourism industry in general and in hotel industry in particular. A literature search revealed that scholarly research in the area of CSR in hotel industry began in mid-2000 and it has grown in recent years. However, there has been no review of literature conducted covering CSR issues exclusively in hotel industry. Given the growth of publications in CSR research in hotel industry, it was felt that a content analysis of research would be valuable to scholarship. The present study aims to contribute to this end by presenting a review of articles published in scholarly journals until mid-2017. The findings suggest that the initial focus of CSR research in hotel industry was in the area of CSR practices (economic, social and environmental), impact and importance of CSR, perceptions of CSR by consumers and managers. Interestingly, with the growth of research in recent years, the focus has shifted more towards CSR communication/reporting, green/environmental responsibility and sustainability area. This paper is perhaps the first content analysis of CSR research in hotel industry—an industry that is often blamed for irresponsible use of environmental resources and hence responsible for environmental un-sustainability. It is envisaged that this paper will stimulate further research into CSR in hotel industry and therefore to contribute to advance the field.

Keywords Corporate social responsibility (CSR) • Hotel industry
Content analysis • CSR in hotel industry

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1 Introduction

Whilst the focus of corporate social responsibility (CSR) studies have prominently been in the area of generic management (Basu and Palazzo 2008; Gjøberg 2009), the knowledge of CSR has been very limited in hospitality and tourism industry in general and in the hotel industry in particular. Although CSR seems to be a fairly new area in hospitality research, a growing interest in CSR research within the hospitality and tourism industry has been emerged over the last few years (Bohdanowicz et al. 2011). The interest in CSR has risen due to the increased expectations and awareness of various stakeholders of the responsibility the hospitality industry could discharge particularly in improving the natural environment or at least by reducing the degradation of it.

The hotel industry is one of the world's fastest growing sectors and a key contributor to the growth of tourism business globally (de Grosbois 2012). Whilst the hotel industry contributes significantly to global economy by supporting the leisure and business travel and creating employment opportunities; the industry is often blamed for imposing numerous negative impacts on the natural, social and economic environments (de Grosbois 2012). Kirk (1995) further argued that many hotels in major cities are situated near cultural or natural heritage sites. These hotels attract increasing number of travellers, which often poses additional risk of increasing ecological footprint.

As per the 'product service continuum' suggested by Lundgren (1995), hotel is perceived to be an industry that does not cause recognisable air and/or water pollution in the way that a conventional factory/plant (such as coal) does. The perception that the hotel industry causes only little or no harm to the natural environment, thereby having no major risk for sustainability, may have played a role in placing little emphasis on hotel industry in academic and policy research. Despite this perceived role of hotel industry in comparison with other heavy-pollution causing sectors such as mining, chemical and manufacturing; policy makers and other stakeholders in recent times has demonstrated growing interest in CSR and sustainability strategies that the hotel companies are adopting to mitigate their negative impacts to the economy, society and natural environment (de Grosbois 2012). Further, with the emergence of environmentally conscious clients groups (Kang et al. 2012), the hotel/tourism industry now encounters additional challenges to attract these customer groups and satisfy their social and environmental demands (ETN 2009).

Given the economic and social importance of the hotel industry and the emerging challenges that the industry is encountering in mitigating environmental risk as well as attracting and satisfying emerging group of environmentally conscious clients many hotel companies have now appeared to integrate CSR in their business strategies and report the initiatives and performance of their CSR/sustainability-related activities to various stakeholder groups. Academic research investigating CSR practices and issues by hotel companies has also been on the rise in recent years (for example, Kang et al. 2012; Xiao et al. 2017; Zizka 2017).

Despite the growth of publications in the area of CSR, no review of literature has yet been conducted covering CSR issues exclusively in hotel industry. Hence, it is felt that a content analysis of research would be valuable to scholarship. The present study aims to contribute to this end by presenting a review of articles published in scholarly journals until mid-2017.

2 Literature Review

Over the last few decades, governments, academics and various stakeholders and pressure groups have demonstrated growing concern about the social and environmental impact of human action in general and business operations in particular. This concern and resulting awareness of various groups including businesses themselves has influenced the idea of sustainability and its three pillars of economic, environmental and social action receiving wider public support. It is important that the businesses recognise their social and environmental responsibilities, integrate strategies to mitigate negative impacts of their operations, and positively contribute to improve the economic, social and environmental conditions (Juholin 2004). Accordingly, businesses now consider the importance of social and environmental impact of their operations, integrate CSR into their business process, engage with local communities, extend their support to various global initiatives, build partnerships with various multilateral and bilateral development agencies and report their social and environmental performance (Fryans 2005; Zu and Song 2009).

It is now widely accepted that businesses must remain competitive, while, at the same time, they should be acting in a socially responsible way to benefit the larger society (Rodriguez-Fernandez 2016). Accordingly, one major issue in CSR and sustainability discourse today is about how businesses can integrate CSR in a strategic and planned manner considering its impact on all three pillars of sustainability (Wang et al. 2016). In supporting businesses' to achieve their economic, social and environmental goals, a number of frameworks and guidelines have been developed in recent years (de Grosbois 2012).

Although there is now an extensive CSR literature, a conclusive definition of the concept of CSR is yet to emerge. Various terms have been used to capture the meaning of CSR. They include corporate citizenship, corporate sustainability or social responsibility of business. The popular but early belief that implies CSR largely as the voluntary and philanthropic contributions has significantly changed over time (Meehan et al. 2006). CSR conceptualizations have been largely influenced by stakeholder theory (Freeman 1984), which suggests that companies have an obligation to try to satisfy the expectations of a wide group of stakeholders. The European Commission's definition that views CSR as 'a process to integrate social, environmental, ethical, human rights and consumer concerns into their business operations [...] with the aim of maximizing the creation of shared value for their owners/shareholders and for their other stakeholders and society at large'

(European Commission 2011), aligns perfectly with the stakeholder theory approach that considers CSR as an extension of corporate governance, whereby a business is expected to perform duties to a broader group of stakeholders (Theodoulidis et al. 2017). Further, with the recognition of contribution that CSR is intended to make in addressing social, economic and environmental problems, CSR can be viewed as a vehicle for sustainable development (Moyeen 2018).

As a multidimensional construct (Dahlsrud 2008), CSR is often cited as ‘the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large’ (WBCSD 1999, p. 3). This view has widened the scope of CSR by toning down its unwarranted focus on philanthropic responsibility—which many consider as a desirable business responsibility today - and established that CSR is an integral part of sustainable development. As per this view, CSR is categorised into the same three main dimensions of sustainable development as environment, economy, and society. Whilst several attempts were made to narrate what constitutes CSR activities in the management literature (e.g. Carroll 1979; Wood 1991), very little progress is made in this regard within the hospitality context (Levy and Park 2011). Accordingly, CSR researchers in hospitality and tourism industry are reliant to use the mainstream CSR concepts and frameworks in conducting their research.

The hospitality is developed as one of the largest and fastest growing industry in the world (Choi et al. 2009; de Grosbois 2012). Earlier estimates indicated that the hospitality industry employed 120 million employees and earned revenues exceeding \$3.8 trillion (Enz and Sigauw 1999; Goodman 2000). More recent data show that as the largest service industry, directly and indirectly hospitality contributes around 9% of the world’s GDP (UNWTO 2015).

Although early examples of CSR in different forms were evident in various writings, Carroll (1979) argued that the modern age of CSR only began in 1953. Whilst much of the research on CSR has covered issues relating to generic management (Basu and Palazzo 2008; Gjølborg 2009), and in so-called heavy-polluting industries such as mining, chemical or manufacturing (Garay and Font 2012); research interest in issues relating to CSR in hospitality industry has grown in the last few decades. Despite the potential value that the industry can add to local destinations, the hospitality industry, particularly the hotel industry can also have enormous negative social and environmental impacts. The hotel industry is being criticised, for example, for their irresponsible consumption of environmental resources (such as water) and imposing of numerous impacts on the natural, social and economic environments, including contribution to climate change; air pollution; noise pollution; biodiversity loss; waste generation; and other social and economic issues (de Grosbois 2012). Due to such criticism, the industry now encounters challenges in satisfying a growing group of environmentally conscious clients (ETN 2009). In addressing such challenges, many businesses in this industry have integrated CSR in their business strategies and reported the practices and outcomes of their CSR programs.

Academic interest has been increased in recent years in investigating various CSR issues and topics relating to hospitality industry (for example, da Silva et al. 2014; de Grosbois 2012; Kasim 2007). Research suggests that CSR adoption by hotel industry is driven by factors such as profit motives, brand positioning, ethical considerations of managers and owners, stakeholders' pressure and employee relations (e.g. Butler 2008; Han et al. 2011; Tzschentke et al. 2008). The CSR research in hotel industry focused on various issues such as customer's and managerial perceptions of hotel industry's CSR activities, particularly of their environmental practices (Kang et al. 2012; Xiao et al. 2017; Holcomb and Smith 2015; Njite et al. 2011; Choi et al. 2009), importance of CSR (Bohdanowicz and Zientara 2009; Boluk 2013; Kasim 2007; Radwan 2015), its reporting and communication (de Grosbois 2012; Zizka 2017), green practices (Kasim 2007; Kleinrichert et al. 2012; Lin 2016; Robin et al. 2017), and challenges to implementation of CSR (da Silva et al. 2014). Despite the growth of publications in the area of CSR in tourism industry and particularly in hotel industry, no review of literature has yet been conducted covering CSR issues exclusively in hotel industry. Hence, it is felt that a content analysis of research would be valuable to scholarship. The present study aims to contribute to this end by presenting a review of articles published in scholarly journals until mid-2017.

3 Research Method

Suitability of certain research method depends on the research aims and objectives (Jennings 2010). This research adopts content analysis technique for reviewing the existing research articles on CSR focusing on the hotel industry. Content analysis is a systematic method of coding published information into various groups based on preselected criteria (Guthrie et al. 2004). Disaggregating of data into different groups helps to identify any significant pattern and can provide new insights and practical understanding. This research selected summative content analysis as being appropriate content analysis technique. The summative content analysis is a flexible approach and unlike other content analysis technique (such as manifest, conceptual and relational) focusing on an understanding of the underlying perspective of the pattern emerged from the contents (Hsieh and Shannon 2005).

This research used 'Google Scholar' (GS) to identify the related articles. GS has the largest database of published materials and also easy to access (Kousha and Thelwall 2007). Moreover, it has been used as a data source in a number of other content analysis (Griffin 2013; Xiao and Smith 2008; Yousuf and Backer 2015). Different keywords were used but the keyword 'CSR in hotel industry' generated the highest number of search results. However, this study collected data only published in the hospitality and tourism journals and GS returned 242 articles. However, 33 articles that met the following criteria included in the study:

1. CSR had to be the focus of the study. Studies that merely mentioned or discussed the CSR concept or considered it as one of many variables were not included.
2. Only peer-reviewed journals were included
3. Only articles that were available online and accessible.
4. The articles written in English.

The use of the above selection criteria provided consistent coding of data and helps maintaining face and content validity of data. The progression of CSR research in hotel industry is tapped through recording the number of publications in different years. The topic of interest was identified based on the CSR elements covered by the studies. For example, any study that focused on the CSR programs and initiatives in the hotel industry were categorised as ‘CSR practices’. Likewise, studies that looked at reporting and communication of CSR programs adopted and outcomes of the programs were considered under ‘CSR communication and reporting’. MS Excel 2010 software was used for data entry and analysis purpose. The frequencies of the number of publication by year, topic of interest and by research method were calculated, and the findings are presented in tables and graphs.

Table 1 presents the categorisation of articles reviewed according to the topic of interests identified.

4 Results and Discussion

As mentioned previously in the method section, the journal articles that were published until July 2017 and that met the inclusion criteria for this study were identified, and accordingly, 33 journal articles were selected. Table 2 presents the details of the articles included in this research. The extent of progress of CSR research relating to hotel industry is presented through disaggregating the 33 selected articles by their year of publications (Fig. 1). Following this, Table 3 presents the pattern of CSR research that has been evolved over the years, while Table 4 indicates the research approach adopted in CSR studies in hotel industry.

4.1 *The Progression of CSR Research in Hotel Industry*

As can be seen from Fig. 1, articles on hotel industry CSR was very limited during the early years (2006–2008). Gradually, it gained increased attention by the academics, which was evidenced by the number of journal publications in 2009. The positive trend of publications continued with some variations until 2017, when it reached to the highest in number in any given year, with a total of six publications in the first half of 2017. This data may indicate the potential for further growth of

Table 1 Classification of Studies According to the Topic of CSR Research Identified

Topics of CSR Research	Narration of Topics
CSR Practices	CSR practices (also includes social entrepreneurship)
Impact and Importance of CSR	Hotel companies' (including 'Fair Hotels' scheme) role in improving the quality of life of local communities and the well-being of their employees
Green (environmental) practices	Wider adoption of environmental responsibility/green practices and communication
Consumer Perception of CSR	Consumers' perception about the importance of various dimensions of CSR (economic, legal, ethical philanthropic, environmental) and their willingness to pay for environmentally responsible behaviour
Hotel Managers/Owner's Perceptions of CSR	Hotel managers' (and owners) perceptions of company's CSR culture, and motivations and ways of CSR engagement
CSR Communication and Reporting	The methods, degree of information, and the audiences targeted in communicating/reporting CSR activities
Sustainability Innovation-Sustainable Development	Sustainability adoptions, innovations and eco-friendly hotels
Challenges for the Practices of CSR	Challenges in developing an organisational culture for the practices of CSR
Consumer responses to discontinuation of CSR	Consumer response to discontinuation of CSR activities by hotels
CSR Decision-Making Process	The decision-making processes of managers in small- and medium-sized enterprises toward CSR
Stakeholder's Roles/Initiatives in Promoting Rural Tourism	Stakeholders-broadcasting role and initiatives in promoting rural tourism and thereby sustainable development
CSR and Financial Performance	Relationship between stakeholder management, expressed as CSR activities, firm strategy and Corporate financial performance (CFP)
Sustainable Behaviour and Competitiveness	Sustainability (triple bottom line) and potential synergetic benefits for competitiveness

CSR research in hotel industry in future. Of note, the tourism and hospitality journals are identified as the major vehicles for publishing CSR research relating to hotel industry. The absence of mainstream CSR/Sustainability journals such as *Journal of Business Ethics* or *Social Responsibility Journal* in publishing CSR in hotel industry related articles may, therefore, contributed to the limited advancement of the field (Table 2).

Table 2 Articles Focusing CSR Issues in Hotel Industry

Year	Authors	Article	Journal
2006	Kasim, A.	The need for business environmental and social responsibility in the tourism industry	International journal of hospitality & tourism administration
2007	Kasim, A.	Towards a wider adoption of environmental responsibility in the hotel sector	International Journal of Hospitality & Tourism Administration
2008	Bohdanowicz, P., & Zientara, P.	Corporate social responsibility in hospitality: Issues and implications. A case study of Scandic	Scandinavian Journal of Hospitality and Tourism
2009	Gard McGehee, N., Wattanakamolchai, S., Perdue, R. R., & Onat Calvert, E.	Corporate social responsibility within the US lodging industry: An exploratory study	Journal of Hospitality & Tourism Research
2009	Bohdanowicz, P., & Zientara, P.	Hotel companies' contribution to improving the quality of life of local communities and the well-being of their employees	Tourism and Hospitality Research
2009	Choi, G., Parsa, H. G., Sigala, M., & Putrevu, S.	Consumers' environmental concerns and behaviours in the lodging industry: A comparison between Greece and the United States	Journal of Quality Assurance in Hospitality & Tourism
2009	Han, H., Hsu, L. T. J., & Lee, J. S.	Empirical investigation of the roles of attitudes toward green behaviours, overall image, gender, and age in hotel customers' eco-friendly decision-making process	International Journal of Hospitality Management
2010	Holcomb, J., Okumus, F., & Bilgihan, A.	Corporate social responsibility: what are the top three Orlando theme parks reporting?	Worldwide Hospitality and Tourism Themes
2011	Levy, S. E., & Park, S. Y.	An analysis of CSR activities in the lodging industry	Journal of Hospitality and Tourism management
2011	Ergul, M., & Johnson, C.	Social entrepreneurship in the hospitality and tourism industry: an exploratory approach	Consortium Journal of Hospitality & Tourism
2011	Njite, D., Hancer, M., & Slevitch, L.	Exploring corporate social responsibility: A managers' perspective on how and why small independent hotels engage with their communities	Journal of Quality Assurance in Hospitality & Tourism

(continued)

Table 2 (continued)

Year	Authors	Article	Journal
2012	Kang, K. H., Stein, L., Heo, Y. J., & Lee, S.	Consumers' willingness to pay for green initiatives of the hotel industry.	International Journal of Hospitality Management
2012	Kleinrichert, D., Ergul, M., Johnson, C., & Uydaci, M.	Boutique hotels: Technology, social media and green practices.	Journal of Hospitality and Tourism Technology
2012	de Grosbois, D.	Corporate social responsibility reporting by the global hotel industry: Commitment, initiatives and performance	International Journal of Hospitality Management
2012	Garay, L., & Font, X.	Doing good to do well? Corporate social responsibility reasons, practices and impacts in small and medium accommodation enterprises	International Journal of Hospitality Management
2013	Boluk, K.	Using CSR as a tool for development: An investigation of the fair hotels scheme in Ireland	Journal of Quality Assurance in Hospitality & Tourism
2013	Jayawardena, C., Pollard, A., Chort, V., Choi, C., & Kibicho, W.	Trends and sustainability in the Canadian tourism and hospitality industry	Worldwide Hospitality and Tourism Themes
2013	Sandve, A. & Øgaard, T.	Understanding Corporate Social Responsibility Decisions: Testing a Modified Version of the Theory of Trying	Scandinavian Journal of Hospitality and Tourism
2013	Ponnan, R.	Broadcasting and socially responsible rural tourism in Labuan, Malaysia.	Worldwide Hospitality and Tourism Themes
2013	Boley, B. B., & Uysal, M.	Competitive synergy through practicing triple bottom line sustainability: Evidence from three hospitality case studies	Tourism and Hospitality Research
2014	Rosalind Jenkins, N., & Karanikola, I.	Do hotel companies communicate their environmental policies and practices more than independent hotels in Dubai, UAE?	Worldwide Hospitality and Tourism Themes
2014	da Silva, D. L. B., Ferreira, L. B., & da Cruz Andrade, D. A.	Corporate social responsibility (CSR) in the hospitality industry: Challenges and practices in São Luís, Maranhão, Brazil	Journal of Tourism and Hospitality Management
2015	Hailu, F. K., & Nigatu, T. F.	Practices and challenges of Corporate Social Responsibility (CSR) in the hospitality industry: the case of first level hotels and lodges in Gondar city, Ethiopia	Journal of Tourism and Hospitality

(continued)

Table 2 (continued)

Year	Authors	Article	Journal
2015	Radwan, H. R. I.	The Impact of Corporate Social Responsibility on Employees in the Hotel Sector	International Journal of Tourism & Hospitality Reviews
2015	Holcomb, J. L., & Smith, S.	Hotel general managers' perceptions of CSR culture: A research note	Tourism and Hospitality Research
2016	Fatma, M., Rahman, Z., & Khan, I.	Measuring consumer perception of CSR in tourism industry: Scale development and validation	Journal of Hospitality and Tourism Management
2016	Lin, S. S.	Waste stream analysis of all-you-can-eat buffet restaurants in tourist hotels—the study of the influence of current restaurant practices on their foodservice waste	European Journal of Hospitality and Tourism Research
2017	Xiao, Q., Yoonjoung Heo, C., & Lee, S.	How do consumers' perceptions differ across dimensions of corporate social responsibility and hotel types?	Journal of Travel & Tourism Marketing
2017	Robin, C. F., Pedroche, M. S. C., & Astorga, P. S.	Revisiting green practices in the hotel industry: A comparison between mature and emerging destinations	Journal of Cleaner Production
2017	Zizka, L.	The (mis) use of social media to communicate CSR in hospitality: Increasing stakeholders'(dis) engagement through social media	Journal of Hospitality and Tourism
2017	Hong, J. S., Liu, C. H., Chou, S. F., Tsai, C. Y., & Chung, Y. C.	From innovation to sustainability: Sustainability innovations of eco-friendly hotels in Taiwan	International Journal of Hospitality Management
2017	Theodoulidis, B., Diaz, D., Crotto, F., & Rancati, E.	Exploring corporate social responsibility and financial performance through stakeholder theory in the tourism industries	Tourism Management
2017	Li, Y., Fang, S., & Huan, T. C. T.	Consumer response to discontinuation of corporate social responsibility activities of hotels	International Journal of Hospitality Management

4.2 *The Pattern of CSR Research in Hotel Industry*

This study considered that the topic of CSR research and the incidence of investigation, rather than merely reporting the number of articles published, would be a useful information for current and potential researchers intending to advance the

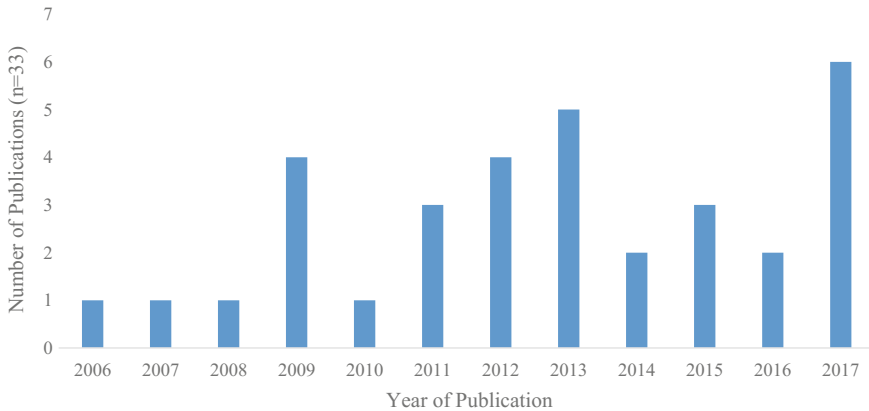


Fig. 1 CSR research in Hotel Industry Publications by Year

field of CSR in hotel industry. Overall, the analysis revealed that the majority of articles focused on a single topic, while only six articles considered more than one topic of CSR as their research focus. Table 3 presents the results by grouping the years into two different periods: 2006–2011 and 2012–2017. The data indicates that the major focus of CSR research in early stage centred on CSR practices by hotel companies, followed by the importance and impact of CSR to the hotel industry and the wider community, and the perception of consumers towards CSR practices/responsible behaviour by hotels. Although the research interest largely remained the same in the later stages, researchers in recent years, however, started demonstrating their interest more towards environmental responsibility/green practices, CSR reporting and CSR–financial performance relationship. The areas in which only a limited interest was recognised include CSR decision-making process, role of stakeholders in promoting local tourism, and sustainability practices-business competitiveness nexus.

Table 4 presents the research approach that various CSR studies in hotel industry adopted. The data reveals that most of the research integrated qualitative approach in studying issues relating to CSR in hotel industry. This seemed to be particularly true when the researchers intended to explore the practices of CSR including environmental responsibility practices and the impact of CSR on local communities. Given the CSR research in hotel industry is still undeveloped, particularly in the area of environmental responsibility, it is expected that researchers adopt a more in-depth approach for an overall knowledge development in the field.

Table 3 The Evolution of CSR Topics of Interest

Topics of CSR Research	2006-2011		2012-2017		Total	
	Frequency	%	Frequency	%	Frequency	%
CSR practices	5	41.7	6	22.2	11	28.2
Impact and importance of CSR	3	25.0	2	7.4	5	12.8
Consumer perception of CSR	2	16.7	3	11.1	5	12.8
Green (environmental) practices	1	8.3	3	11.1	4	10.3
Hotel managers' perception of CSR	1	8.3	2	7.4	3	7.7
CSR communication and reporting			2	7.4	2	5.1
Sustainability innovation/ Sustainable development			2	7.4	2	5.1
CSR and financial performance			2	7.4	2	5.1
Challenges for the practices of CSR			1	3.7	1	2.6
Consumer responses to discontinuation of CSR			1	3.7	1	2.6
CSR decision-making process			1	3.7	1	2.6
Stakeholder's roles/ initiatives in promoting rural tourism			1	3.7	1	2.6
Sustainable behaviour and competitiveness			1	3.7	1	2.6
Total	12	100	27		39	100

5 Conclusions

As a content analysis paper, this research has contributed new insights and direction for CSR research. This research has identified a burgeoning area of research related to CSR. The content analysis of this research confirms that in comparison to the mainstream research, CSR in hotel industry remains an under-researched area. A total of 33 journal publications were identified across the entire period that CSR research in hotel industry has been undertaken since its inception in 2006. Given the increased recognition of hotel industry's role in realising sustainability goals, the number of CSR research in the hotel industry is still low compared to the research

Table 4 The Relationship between CSR Topics of Interest and Choice of Research Method

Topics of CSR Research	Quantitative		Qualitative		Mixed	
	Frequency	%	Frequency	%	Frequency	%
CSR practices	4	30.8	6	27.8	1	25
Impact and importance of CSR			4	18.1	1	25
Consumer perception of CSR	4	30.8	1	4.5		
Green (environmental) practices			4	18.1		
Hotel managers' perception of CSR	2	15.3	1	4.5		
CSR communication and reporting	1	7.7	1	4.5		
Sustainability innovation/ Sustainable development	1	7.7	1	4.5		
CSR and financial performance	1	7.7	1	4.5		
Challenges for the practices of CSR			1	4.5		
Consumer responses to discontinuation of CSR			1	4.5		
CSR decision-making process					1	25
Stakeholders' role/ initiatives in promoting rural tourism					1	25
Sustainable behaviour and competitiveness			1	4.5		
Total	13	100	22	100	4	100

undertaken in the conventional ‘high-pollution’ causing’ sectors such as mining and chemical industries. Although, a significant growth of CSR in hotel industry research was observed over the last five years, which has contributed mainly by the publications in tourism and hospitality journals. The absence of CSR research in mainstream CSR journals reflects an underestimation of hotel industries among CSR researches. As the hotel industry is being increasingly recognised as an important sector for contributing to sustainable development, researchers should consider publishing in the mainstream CSR journals. This strategy can be highly effective in sharing CSR knowledge relating to hotel industry with a wider group of readers and stakeholders, which will, in turn, contribute to advance the overall field of CSR and sustainability.

Despite the relatively limited number of journal publications, the analysis of this research captured the trend and evolution of CSR research in hotel industry and provided direction for future research. Although the major focus of CSR research remains in the area of CSR practices, increased research interest towards environmental responsibility/green practices, CSR reporting and CSR- financial performance relationship is on the rise. Moreover, as a relatively new area of research in hotel industry, majority of the CSR research in this area is qualitative research focusing on understanding the practices, importance and impact of CSR in hotel industry. The small number of quantitative research is focused on examining the perception of hotel managers and consumer. More quantitative research based on the findings of existing qualitative research would be valuable to scholarship. This may include issues such as challenges for CSR implementation, CSR decision-making, role of stakeholders in promoting local tourism, and sustainability practices-business competitiveness nexus where no quantitative research is conducted yet.

This research only analysed those CSR articles that are available online, and met the other selection criteria, mentioned in the research method section of this paper. There might be other sources (such as book chapters, conference paper and thesis) of publication exists but those are outside the scope of this study. Thus in the future, a broader content analysis including other sources of publication would provide a comprehensive understanding of this significant area.

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