

RESEARCH ON CORPORATE SOCIAL RESPONSIBILITY PRACTICES IN THE TOURISM SECTOR: A SYSTEMATIC REVIEW

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ABSTRACT

Corporate social responsibility has become mandatory rather than voluntary activities in today's businesses. The role of the business in society and the increased awareness of internal and external stakeholders are seen as one of the reasons for this responsibility. Another reason is to gain competitive advantages and contribute to the long-term economic performance of the business. Gaining the trust of stakeholders and ensuring corporate reputation makes social responsibility activities an obligation in a society with awareness. In this context, businesses have to invest in social responsibility practices as well as financial profitability targets. In recent years, these practices, which have become so important in the business world, have also taken their place in academia as a problem to be researched. This study aims to examine and bring together research on corporate social responsibility, specific to the tourism sector, conducted between 2020 and 2024, under certain headings. 40 scientific publications were found suitable in the literature review, determined based on their publication year, number of authors, journal in which they were published, method, data collection tools, and data analysis techniques. These categories were analyzed and interpreted using the systematic review method. This research is intended to provide easy access to resources for scientists conducting research in the field.

Keywords: Corporate Social Responsibility, Systematic Review, Methodology

INTRODUCTION

The industrial revolution and rapidly developing technology have increased the welfare of individuals and societies and at the same time contributed to the financial stability of businesses. However, along with these positive developments, natural resources and the environment have been exposed to negative impacts (air pollution, water pollution, waste of natural resources, etc.). As time passes, the awareness of these negative impacts by the stakeholders of the organization (customers, employees, suppliers, and society) has created reactions against organizations and led to stakeholder distrust (Seyitoğlu, 2020). In line with these reactions, businesses have started to attach importance to philosophies such as corporate ethics, corporate morality, commitment to community values, and environmentally friendly activities (Aktan & Börü, 2007). Within the framework of these developments, the concept of Corporate Social Responsibility (CSR) began to be encountered in the literature in the 1970s.

CSR briefly refers to the responsibility of the business towards its internal and external stakeholders. These stakeholders can be listed as nature, environment, employees, shareholders, government, suppliers, and so on. While businesses fulfill their responsibilities towards their internal stakeholders on issues such as transparency and fairness, they should carry out activities by the law and social values towards external stakeholders. Also, while carrying out production and service activities, they should tend towards actions that do not harm the environment and are beneficial to society (Aktan, 1999).

Businesses need to gain stakeholder trust in line with their goals of achieving sustainability, competitiveness, and long-term financial performance. In this context, they need to invest in CSR practices. In this study, based on the tourism business sector, studies published between 2020 and 2024 in the tourism sector were examined and evaluated within the framework of 6 predetermined criteria (journal of publication, year of publication, number of authors, method, data collection tool, data analysis technique).

Purpose of the Study

It is aimed to provide easy access to studies conducted in the Turkish language on CSR practices in the tourism sector. It is thought that researchers who are inclined to conduct research in this field can form an idea in terms of methodology, and it is aimed to reach the most recent studies in terms of dates. It was also thought that the sources used would facilitate the literature review. Conceptually, it is expected to shed light on explaining corporate social responsibility in a general sense.

Method

Type of Research

The research is descriptive and conducted through a qualitative method. The data were collected from Turkish publications in the form of a literature review and interpreted as a compilation. In descriptive research, the participant investigates and defines the distribution of the phenomenon in society according to place and time qualities (Çaparlar & Dönmez, 2016). A review, on the other hand, is a systematic study conducted by adhering to specified topics and variables in a specific field (Çınar, 2022).

Population and Sample

The literature constitutes the population of the study. The survey was conducted in the range covering the years 2020-2024 and the sample was selected from this main mass by non-random method, taking into account the variables.

Criteria for Selection of Publications

- Published in 2020-2024
- Conducted in Turkish language
- Focused in the field of tourism
- Accessing the full text
- Having a structure that can be analyzed under specified headings

Criteria for Non-Selection of Publications

- Publications outside of the years 2020-2024
- Publication in languages other than Turkish
- Not conducted in the field of tourism
- Inaccessibility of full text
- Inadequacy within the framework of the criteria set

In the literature review, 7960 (N) publications were reached. However, 40 (n) studies were included in the study after being examined and screened in terms of publication year, language, subject, title, and variables.

Limitations of the Study

The fact that the study considers Turkish-language publications, is limited to the period between 2020 and 2024, and deals with publications in the tourism sector causes the study to be limited in generalization.

CONCEPTUAL FRAMEWORK

A review of the literature on corporate social responsibility (CSR) reveals different definitions by researchers with different perspectives (Campbell, 2007). It can be defined from different perspectives in connection with the structures of organizations in society (Branco & Rodrigues, 2007). Although the fact that there are so many definitions of the concept makes it difficult for scientists to reach a consensus in this field, it generally refers to the responsibilities of organizations towards their internal and external stakeholders. The activities of organizations within the framework of CSR express their corporate, economic, environmental, and social responsibilities (Varol, 2010).

Although CSR has been defined in different ways by scholars with different perspectives, it has common points. These common points can be listed as follows: (Sönmez, 2004).

- Businesses should work not only for financial profitability but also for social welfare.
- They should also focus on solving the social and environmental problems they create while producing goods and services.
- Businesses are responsible not only to their shareholders but also to all stakeholders and the environment.
- While pursuing economic goals, they should also consider social values.

Apart from the four items mentioned above, the concept of volunteerism is the most commonly expressed in definitions. In this context, social responsibility activities are voluntary business activities outside of legal obligations (Büyükyılmaz & Fidan, 2015).

CSR refers to the investments of organizations in business practices that take into account issues such as contributing to the welfare of stakeholders, avoiding environmental damage, and protecting natural resources while carrying out their activities. The term stakeholders used here refers to the organization's employees, customers, suppliers, and society. In this context, CSR practices both benefit stakeholders and address environmental and social needs (Kotler & Lee, 2006; Vural & Coşkun, 2011).

When the concept of CSR is analyzed in terms of historical development, its existence can be found in ancient times. One of the most prominent examples that emerged with written history is the laws of the Babylonian ruler Hammurabi. Hammurabi made laws that protected social interests in many sectors and these laws made significant contributions to the institutionalization of social responsibility (Öktem et al., 2017). The concept of CSR, which first appeared in the scientific literature in 1953 with Bowen's book, dealt with business people who are responsible for social goals and moral values (Carrol, 1999). There are different views on the emergence of CSR in the

literature. One of these views argues that organizations should be taught to fulfill their responsibilities to create social benefits through religious means (Aydede, 2007). Another view associates responsibility with laws (Hirschland, 2006).

According to the classical approach, the only goal and responsibility of businesses should be to make a profit. In reaction to this view, social responsibility activities, which have developed since the 1970s, address stakeholders in a broader framework by considering the legal rights of other interest groups (Öztürk 2013). Today's businesses are moving in the direction of the modern approach and, unlike the classical approach, do not only invest in business profitability. With modern developments, corporate social responsibility has become a combination of economics, laws, ethics, and voluntary responsibilities (Kaplan 2013). Today's businesses carry out their activities not only to achieve financial profitability but also to provide social benefits (Atlığ, 2006).

CSR activities of businesses that accept the moral philosophy of the modern approach can be based on Carroll's corporate social responsibility hierarchy. According to this hierarchy, the pyramid consists of 4 dimensions. These can be listed as ethics, laws, economy, and voluntary responsibilities. According to the pyramid, economic and legal dimensions are classified as obligatory, ethical behavior as expected, and voluntary responsibilities as desirable (Carroll, 1991). In line with Carroll's hierarchy, a business should carry out its activities related to the economic rights of its shareholders in a fair manner, fulfill its responsibilities towards the government in its activities related to the law, and fulfill its responsibilities towards employees, customers, and suppliers, in other words, its stakeholders, following ethical rules. They should reflect what comes from society to the society through social responsibility activities that will benefit the welfare of the society (Atakan & İçcioğlu, 2009).

Businesses that carry out their activities within the framework of corporate social responsibility principles gain the trust of stakeholders, create corporate reputation, and contribute to their financial performance and sustainability in the long term (Foster, 2019). There is a chain relationship between trust, reputation, and loyalty, and the trust created by the business over stakeholders which increases reputation and leads to stakeholder loyalty (Alemdar, 2008). Corporate reputation is a concept that expresses how reliable and reputable perceptions an organization creates over its stakeholders (Fombrun, 1996). Businesses that invest in CSR practices gain trust and prestige in the eyes of their stakeholders, and this reputation creates competitive power by influencing customer preferences. Accordingly, it affects the financial profitability of the business (Karaköse, 2007).

FINDINGS

Table 1. Studies According to the Journals in which they were published (n=40)

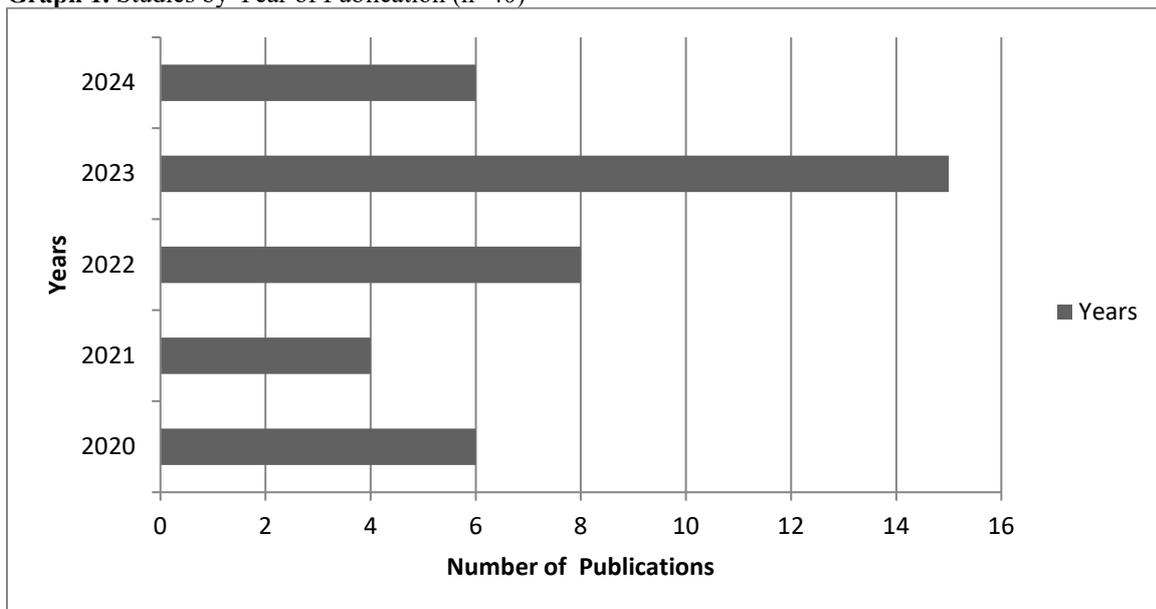
1.	The Effect of Corporate Social Responsibility Perceptions on Organizational Identification and Virtual Shirking Behavior: A Study on Hotel Businesses	Journal of Business Research
2.	Social Marketing Research in Tourism Literature: A Bibliometric Analysis	Journal of Interdisciplinary Tourism Research
3.	The Effect of Corporate Social Responsibility Activities on Competitive Advantage in Hospitality Businesses: The Case of Sapanca	Third Sector Journal of Social Economy
4.	Examining the Effect of Quality of Work Life and Corporate Social Responsibility Perception on Job Commitment: A Study on Chain Hotel Companies	Business & Management Studies
5.	The Effect of Demographic Characteristics of Hospitality Business Employees on Corporate Social Responsibility: Bodrum Example	Tourism and Cultural Heritage Congress
6.	Analyzing the Websites of Tourism Enterprises in Fortune 1000 with Content Analysis	International Journal of Turkish World Tourism Research (Dergi Park)
7.	Sustainability in Hospitality Businesses	International Journal of Global Tourism Research (Dergi Park)
8.	The Effect of Corporate Social Responsibility Practices on Purchase Intention in Tourism Sector: Sarigerme Case Study	Safran Journal of Culture and Tourism Research (Dergi Park)
9.	The Effect of Global Social Responsibility on the Green Organizational Behavior of Hospitality Managers	Tourism And Recreation (Dergi Park)
10.	Analyzing the Instagram Posts of Luxury Class Hotels: A Research in Istanbul	Turkish Journal of Tourism Research
11.	Global Social Responsibility, Environmental Passion and Green Organizational Behavior	Selçuk University, Student Thesis

	Interaction: A Research in Accommodation Businesses	
12.	Green Management and Green Human Resources Management for Tourism Enterprises: A Conceptual Research	Journal Of Academic Tourism Studies
13.	Investigation of Environmentally Friendly Practices within the Scope of Sustainability in Accommodation Businesses	Tourism Academic Journal (Dergi Park)
14.	The Role of Corporate Environmentalism in the Impact of Stakeholder Pressures on Green Innovation in Hotel Businesses: Istanbul Case	Nevşehir University, Student Thesis
15.	Investigation of the Opinions of Accommodation Business Managers on Green Management Practices: Trabzon Case	International Journal of Global Tourism Research (Dergi Park)
16.	Understanding of Tourism from the Republic to the Present: A Bibliometric Study of Current Research on Green Tourism	Balıkesir University Journal of Institute of Social Sciences (Dergi Park)
17.	Perceived Corporate Sustainability and Customer Loyalty Relationship for Airline Companies in Turkey: Erzurum Airport Case	Balıkesir University Journal of Institute of Social Sciences (Dergi Park)
18.	Social Innovation and Tourism Sector Applications in Turkey	Journal of Tourism and Business Sciences (Dergi Park)
19.	The Mediating Role of Transparency in the Effect of Corporate Reputation Perceptions on Belonging Perceptions of Hotel Employees	Tourism Academic Journal (Dergi Park)
20.	Green Marketing in the Tourism Sector: A Conceptual Framework on Advantages, Challenges and Strategies	Kastamonu Journal of Human and Society (Dergi Park)
21.	The Relationship Between Environmental Ethics Awareness, Environmentally Friendly Behavior and Individual-Organization Fit in Environmentally Friendly Hotel Businesses	Journal of Travel and Hotel Management (Dergi Park)
22.	The Effect of Green Marketing Activities on Consumers' Purchasing Behavior in Accommodation Businesses: Arus Hotel Case	Sakarya Journal of Economics (Dergi Park)
23.	The Mediating Role of Innovation Orientation in the Effect of Stakeholder Orientation on Business Performance in Hospitality Businesses	Selçuk Journal of Tourism and Informatics Research
24.	The Effect of Green Destination Brand Value on Tourist Attitudes - A Research on Alanya Destination	Alanya Alaaddin Keykubat University, Student Thesis
25.	The Effects of Green Core Capability and Green Marketing Practices on Climate Change within the Scope of Environmental Policies: A Research in Accommodation Businesses	Selçuk University Institute of Social Sciences, Student Thesis
26.	The Relationship Between Green Business Model and Managers' Environmental Perception in Hotel Businesses	Dokuz Eylül University, Student Thesis
27.	Investigation of Corporate Social Responsibility Perceptions of Tourism Business Employees as a Stakeholder	Journal of Atatürk University Graduate School of Social Sciences (Dergi Park)
28.	A Bibliometric Study on Employees' Reactions to Corporate Social Responsibility Activities in Tourism and Hospitality Sector	Journal of Travel and Hotel Management
29.	Corporate Social Responsibility Activities in Hospitality Businesses: A Comparative Analysis of the Accommodation Companies with the Highest Brand Value in the World and Borsa Istanbul Accommodation Companies	Journal of Travel and Hotel Management (Dergipark)

30.	The Effect of Corporate Social Responsibility on Organizational Justice and Organizational Commitment: A Research in Five Star Hotel Businesses in Istanbul	International Academy of Management Journal (Dergi Park)
31.	Ethics and Corporate Social Responsibility - Analysis of the Opinions of Hotel Managers Operating in Çorum	Erciyes Akademi (Dergi Park)
32.	The Effect of Hotel Employees' Perception of Corporate Social Responsibility on Employer Attractiveness and Emotional Commitment: The Mediating Role of Corporate Reputation	Alanya Journal of Academic Review (Dergi Park)
33.	A Research on the Effect of Social Responsibility Practices on Organizational Commitment of Employees: An Application in Hotel Businesses	Turkish Journal of Tourism Research (Dergi Park)
34.	Corporate Social Responsibility in Tourism Enterprises	Iksad Publishing House, Book
35.	Corporate Reputation Management in Tourism Enterprises: Erzurum Case	Journal of Atatürk University Graduate School of Social Sciences Study (Dergi Park)
36.	Corporate Social Responsibility in the Pandemic: A Research on Accommodation Businesses	Tourism Academic Journal (Dergi Park)
37.	Conceptual Structure of Ethical Articles in the Field of Tourism	Safran Journal of Culture and Tourism Research (Dergi Park)
38.	Social Responsibility Practices in Hotel Businesses and Determination of Expectations of Domestic Tourists in Covid-19 Period	Journal of Business Innovation and Governance (Dergi Park)
39.	Investigation of the Relationship between Employees' Perceptions of Corporate Social Responsibility and Organizational Commitment Dimensions	Journal of Business Research
40.	The Effect of Perception of Professional Ethics on Corporate Reputation in Hospitality Industry	Third Sector Social Economic Review

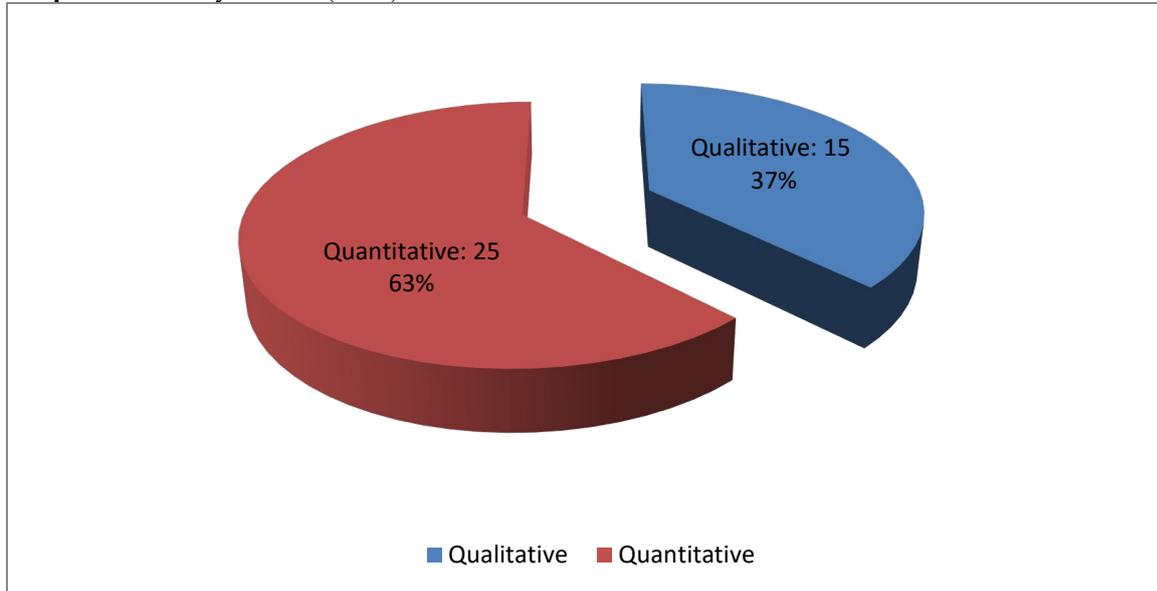
Table 1 shows the names of 40 studies and the scientific journals in which they were published. In line with the findings obtained from the table, it is seen that 23 of the publications are in Dergi Park. This shows that more than half of the studies were published in scientific journals in Dergi Park. 3 of the studies consist of student theses. The remaining 14 studies were published in various independent journals.

Graph 1. Studies by Year of Publication (n=40)



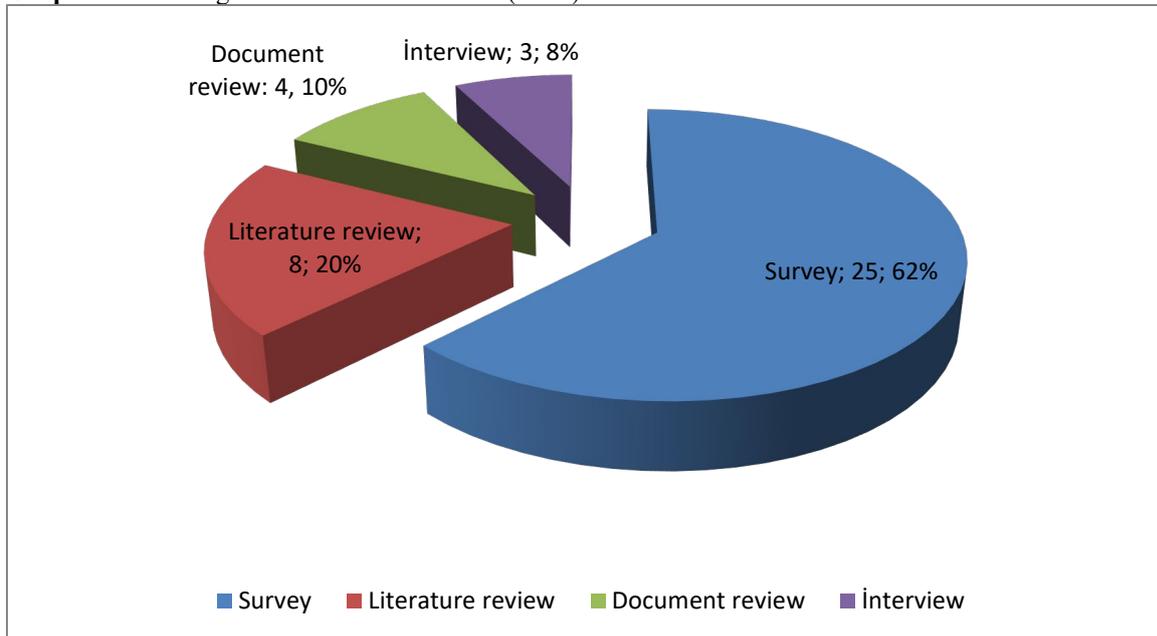
According to the data obtained from Graph 1 above, it is seen that the highest number of publications was made in 2023. In 2023, 15 publications were made on the subject. This is followed by 2022 with 8 studies. This is followed by 2020 and 2024 with 6 studies each. According to the graph, 4 studies were reached in 2021.

Graph 2. Studies by Method (n=40)



The methods used in the studies are shown in Graph 2. Of the 40 studies included in the study, 25 (63%) were quantitative, while 37% (15) were qualitative.

Graph 3. According to Data Collection Tools (n=40)



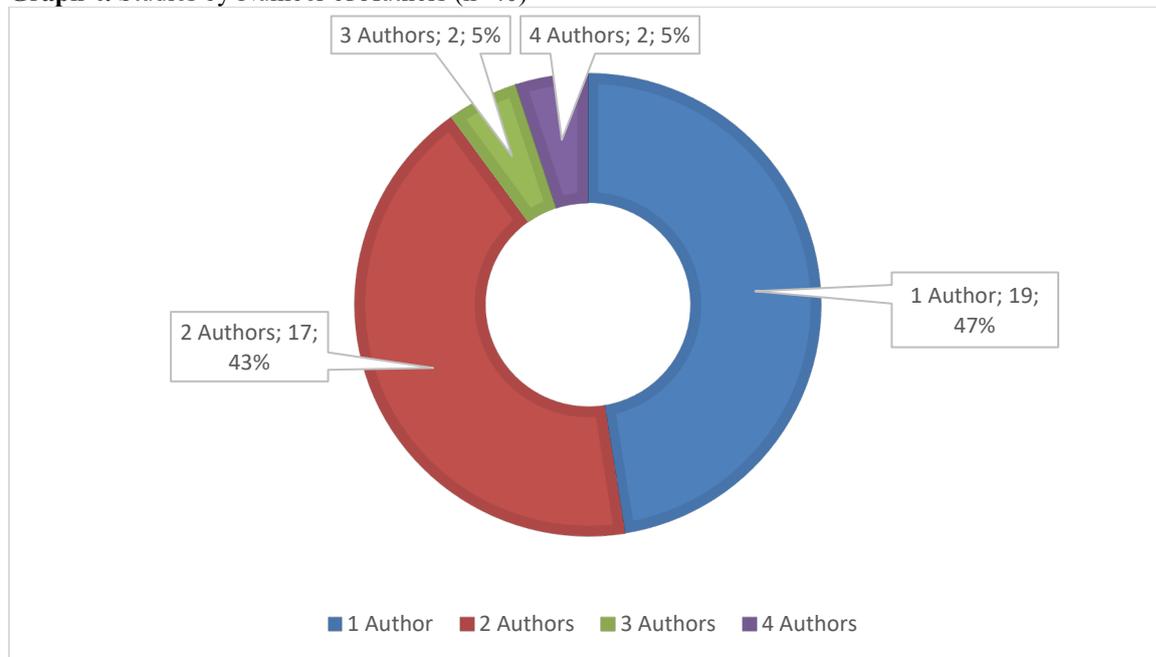
Graph 3 shows the findings of data collection tools. When the graph is analyzed, it is seen that data collection was realized through questionnaires in most of the studies. This corresponds to 62% of the total number of studies. Literature review was used in 8 of the studies, document analysis in 4 of the studies and interviews in 3 of the studies.

Table 2. According to Data Analysis Techniques (n=40)

	Data Analysis	Technique Quantity	%
1.	SPSS	24	60
2.	Content Analysis	6	15
3.	Bibliometric Analysis	4	10
4.	Descriptive Analysis	3	7,5
5.	NCSS	1	2,5
6.	AMOS	1	2,5
7.	Statistical analysis	1	2,5
	TOPLAM	40	100

According to the data obtained from Table 2, SPSS analysis techniques were mostly used in the studies. There were 24 of them, accounting for 60% of the whole. Content analysis technique ranked second with 15% (6). Bibliometric analysis was identified 4 times, representing 10%. 3 descriptive analyses were found, NCSS, AMOS and statistical analysis 1 each.

Graph 4. Studies by Number of Authors (n=40)



The findings obtained according to the number of authors are shown in Graph 4. Based on these findings, 19 (47%) of the studies had one author, 17 (43%) had 2 authors, 2 (5%) had 3 authors and 2 (5%) had 4 authors.

CONCLUSION AND DISCUSSION

In this study, 40 eligible publications (Table 1) were analyzed from the published studies on social responsibility activities that contribute to the sustainability, reputation, credibility, and competitive advantages of today's businesses. In this review-type study, the studies were compiled under 6 headings (publication year, journal, number of authors, method, data collection tool, and analysis technique).

When the table containing the names of the 40 selected studies and the names of the scientific journals in which they were published is examined, the publication organ Dergi Park is frequently encountered. As this amount corresponds to more than half of the studies, it is possible to claim that Dergi Park publishes more studies in the Turkish language and publishes more frequently. The studies include student theses and dissertations. University journals and various scientific journals are also included. Based on the titles of the studies, it is seen that only tourism sector studies are included in the field of CSR.

In the study covering the years 2020-2024, it was found that most of the CSR research on the tourism sector was conducted in 2023. In addition, a limited number of studies conducted in the sector were found. The reason for this result may be the limited time scope. In studies covering a 10-year period instead of 4 years, more research can be accessed. Fulya Almaz, published in 2020, 'Trends in Civil Aviation Management Research in Turkey: A Comparative Review on Doctoral and Master's Theses Done Between 1998-2019', covering the years 1998-2019 and the number of studies included in the review exceeds 300 (Almaz, 2020).

The quantitative method was used in the majority of the studies included in the research. Accordingly, it can be said that researchers are more oriented towards specific results. In Canan Tiftik's study titled 'Sustainability in Health Sector Enterprises: A Systematic Review Study' in contrast to this study, qualitative method-oriented studies exceed that of quantitative (Tiftik, 2022). The reason for this different finding may be related to the subject or the sector. In addition, the fact that 15 studies were included in the review may also lead to this result.

In the analysis, the data collection tools used, in order from more to less, were found to be questionnaires, literature reviews, document reviews, and interviews. The fact that the most commonly used instrument was a questionnaire can be attributed to the fact that the quantitative method was preferred the most. Again, in comparison with Tiftik's review, it is seen that the data of only 5 of the studies included were collected by questionnaire. The preference for the qualitative method can be shown as a factor for this result.

In line with the findings of the study, it was determined that 7 types of analysis techniques were used. The most common analysis technique in the studies was found to be the SPSS package program. The fact that 24 out of 40 studies were analyzed with SPSS is due to the high number of quantitative studies. In addition, analysis techniques such as interviews, content analysis, bibliometric analysis, descriptive analysis, NCSS, and AMOS are among the findings. Data analysis techniques were not included in Tiftik's study. In this case, it can be said that this study contains richer information in terms of methodology.

As the 6th and last variable in this study, the studies were analyzed in terms of the number of authors. The highest number of single-author publications were found, 2 authors were detected with a small difference, and 3 and 4 authors were found in only 4 studies. This result may suggest that researchers often prefer to work alone and that it is easier for two researchers to collaborate than for more than two researchers to come together. In Tiftik's study, the number of authors was not included as a variable. However, it was enriched in other aspects with variables such as research fields and findings.

It is thought that comparative analyses of the results of these studies may create an idea about more topics for researchers who intend to conduct studies in the field. It is aimed that the studies included in the review and the sources used will shed light on the research to be conducted in the field of CSR in terms of method, subject, title, and publication organ.

RECOMMENDATIONS

In future studies in the field, it is recommended to conduct a more comprehensive survey and to analyze within the framework of a longer period. The effects of CSR practices on businesses can be analyzed through content analysis or document analysis techniques. Variables can be increased and studies conducted in sectors other than the tourism sector can be included.

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