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How to promote corporate social responsibility

Manual for trainers



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CONTENT

1. Introduction
2. CSR in the tourism sector
 - 2.1. The role of CSR in tourism
 - 2.2. Benefits of CSR in tourism
3. Building Digital Skills for CSR
 - 3.1. Online training platform
4. Communication skills for CSR
 - 4.1. Online communication
 - 4.2. Offline communication
5. Case studies



1. INTRODUCTION

DEFINITION

What is CSR?

Corporate Social Responsibility (CSR) is understood as the **way to manage a company** based on the management of the impact it generates on its environment, the society where it carries out its activity and the relationships of trust with the actors related to it. The management must, at least, comply with the provisions of the applicable legislation, be global and transversal in nature around the organization and **comply ethically and coherently** with the expectations and needs for which it was set up. The idea of CSR is based on **three areas** or pillars, the same ones that support the well-known notion of sustainability: the social, economic and environmental spheres, which are interdependent and interconnected.



2. CSR IN THE TOURISM SECTOR

2.1 THE ROLE OF CSR IN TOURISM

Corporate Social Responsibility in the touristic business sector involves the **ethical and sustainable management of tourism operations**, considering the impact on local communities, the environment, and cultural heritage. It goes beyond profit-making, emphasizing responsible business practices.

2.2 BENEFITS OF CSR IN TOURISM

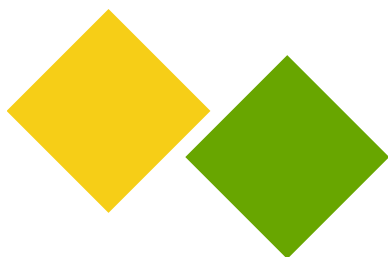
Implementing CSR principles in tourism brings **numerous benefits**, including improved reputation, increased customer loyalty, reduced environmental impact and the creation of positive social and economic legacies in the destinations.



3. BUILDING DIGITAL SKILLS FOR CSR

Digital literacy is crucial for effective CSR implementation. It involves the ability to use digital tools, analyze data and communicate online.

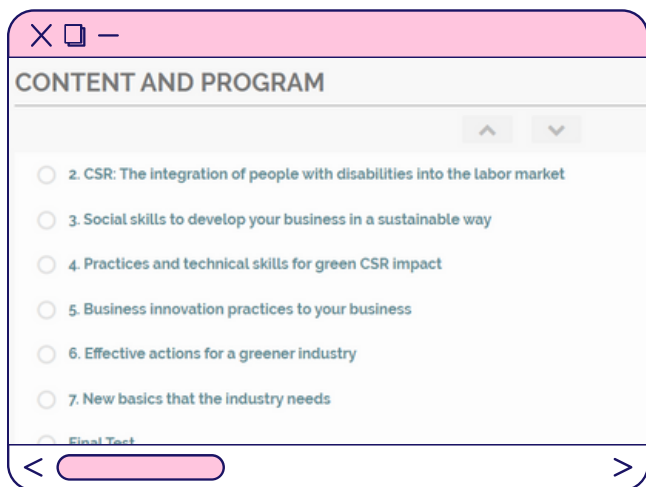
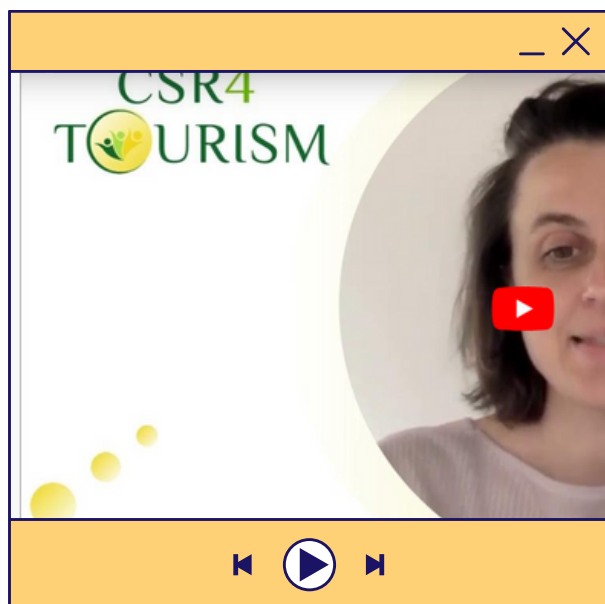
Resources such as online courses, webinars and tutorials can enhance digital literacy for CSR professionals.



3.1. ONLINE TRAINING PLATFORM

Explore reputable online training platforms offering CSR courses. Trainers can guide learners in selecting courses tailored to the specific needs of the touristic business sector. Real-world case studies can illustrate successful competition of such courses.

The project **CSR4Tourism** has also developed an online **course** that could be useful for tourism professionals.





4. COMMUNICATION SKILLS FOR CSR

4.1. ONLINE COMMUNICATION

Social Media Engagement: Identify the most relevant social media platforms for the touristic business sector. Platforms such as Instagram, Twitter, and LinkedIn are effective for sharing visual content, updates, and engaging with a diverse audience.

Consistent Messaging: Ensure that CSR messages align with the overall brand identity. Consistency in messaging across social media channels helps build a coherent narrative.

Content Marketing:

- Blogs and Articles that highlight CSR initiatives, sustainability practices, and community engagement efforts.
- Visually engaging content (infographics, videos, and images to convey CSR impact and progress).

Online Campaigns:

- Hashtag Campaigns: Launch CSR-focused hashtag campaigns to encourage user-generated content and community participation.
- Virtual Events: Host webinars, online workshops, or virtual tours to showcase CSR projects, engage with stakeholders, and answer questions in real-time.
- Interactive Platforms: Use online surveys, polls, and feedback forms to gather insights from customers, employees, and local communities.





4. COMMUNICATION SKILLS FOR CSR

4.2. OFFLINE COMMUNICATION

Printed Materials:

- Brochures and Pamphlets: Develop printed materials that detail CSR practices and their positive impact. Distribute these materials at physical locations such as hotels, tourist information centers, and community events. Make sure the design is accessible for people with disabilities.

Community Events:

- Sponsorship: Sponsor or participate in local events, fairs, or festivals to showcase CSR initiatives. This provides a direct, in-person connection with the community.
- CSR Workshops: Organize workshops or information sessions in collaboration with local community centers, schools, or organizations to educate and involve residents.

Partnership Building:

- Local Partnerships: Forge partnerships with local businesses, nonprofits, and governmental organizations. Joint initiatives and collaborations can be highlighted through press releases and local media coverage.



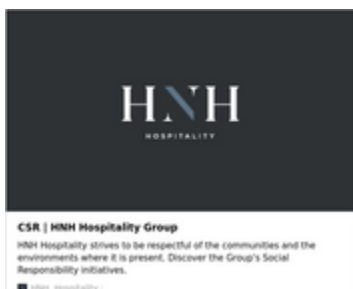


5. CASE STUDIES

HNH HOSPITALITY

GOOD EXAMPLES OF CSR IN TOURISM

HNH Hospitality places fundamental importance on human connection and the relationship between individuals and the environment. Their initiatives dedicated to environmental sustainability, human capital development, and social responsibility demonstrate that conducting business while pursuing social goals is a valid approach, harmonizing the interests of both the community and the company. HNH Hospitality serves as a compelling example of Corporate Social Responsibility (CSR), illustrating how a company can successfully integrate social and environmental objectives into its operations, promoting a positive impact on both the community and the company itself.



(ESG) GUIDELINES OF HNH HOSPITALITY
CODE OF ETHICS
SUSTAINABILITY REPORT.

HNH Hospitality serves as a compelling example of Corporate Social Responsibility (CSR), illustrating how a company can successfully integrate social and environmental objectives into its operations, promoting a positive impact on both the community and the company itself.



5. CASE STUDIES GIALLOSASSI

GOOD EXAMPLES OF CSR IN TOURISM

Giallo Sassi is an association formed in Matera, Italy, with the aim of raising awareness, growth and appreciation of the territory through active citizenship actions that involve the entire community and, above all, young people.

Protection and promotion of the local territory is done through peer educational paths in synergy with institutions, private entities, schools and volunteers.



Giallo Sassi blends together tourism, education and land promotion with the aim of:

- creating a new tourism proposal that is pedagogical and appealing, an opportunity for exchange and twinning with people from other Italian and European realities.
- creating connection between man and nature, history and environment
- developing thematic educational paths on environmental sustainability, territorial study, history, resources, traditions, active citizenship



5. CASE STUDIES RAŽNJEVIĆA DVORI

GOOD EXAMPLES OF CSR IN TOURISM

Ražnjevića Dvori is an *albergo diffuso* (engl. scattered hotel) located in Croatia. *Albergo diffuso* is an innovative and sustainable business model originating from Italy that aims to revitalize the small hamlets that are off the tourist track and face depopulation.



Ražnjevića Dvori's contribution to the sustainable development:

- preservation of the existing structures rather than constructing new buildings thus avoiding pollution
- development of a network of local stakeholders that offer products and services preserving social cohesion
- offering an experience of the local way of living thus protecting the local culture, customs and gastronomy
- generation of employment opportunities and demand for other tourist businesses in the area
- environmental protection by use of eco-friendly products and natural materials
- supply of food ingredients from local farmers

Read more about the albergo diffuso business model here: <https://hrcak.srce.hr/file/414376>



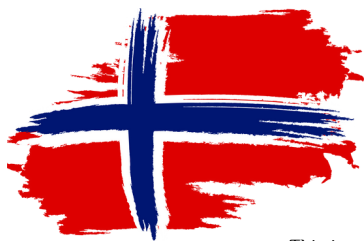
5. CASE STUDIES THE FJORDS

GOOD EXAMPLES OF CSR IN TOURISM

The Fjords is a shipping company established in 2015 based on one fundamental idea; to combine maritime industry and tourism to contribute to developing desirable and sustainable tourist destinations.

The goal is to develop tourism in the most beautiful fjords of Norway. In step with the shift towards a **greener and more environmentally friendly future**, we are looking after and helping to preserve the thriving villages and the unique cultural landscape along the fjords.

The attractiveness of the destinations depends on thriving villages and settlements that take care of their traditions. The Fjords are helping to strengthen this work and aim to **connect the tourism industry with local food businesses and culture** to a greater extent than before.



This image is provided thanks to: www.images.app.goo.gl/KU69WoR8KW6sKFag9

The silent engines are gentle towards the environment and offer the guests a heightened natural experience with the sound of waterfalls, crashing waves, and birds chirping. Smaller waves lead to minimal wear and tear on the shoreline, and zero emission helps us keep our fjords clean.



5. CASE STUDIES THE FJORDS

GOOD EXAMPLES OF CSR IN TOURISM

With three boats powered fully or partially by electricity, The Fjords' passenger catamarans are setting a new standard for tourist boats. With zero emissions they are in tune with the transition towards a greener future and makes it possible to visit areas especially vulnerable to pollution in a safe and careful manner. We want our guests to enjoy the beautiful coastal landscape with a clean conscience.

We work closely with local businesses and manufacturers. The surrounding community is an important part of our green journey.



This image is provided thanks to: www.images.app.goo.gl/KU69WoR8KW6sKfag9

The passenger catamarans are environmentally friendly role models both nationally and internationally. We are proud to lead the way towards green tourism in the Norwegian fjords. As a tourism business, we have a clear, environmentally friendly profile.

- Emission-free operation
- Technical and operational solutions with commercial sustainability
- Lowest possible energy consumption
- Optimal solutions for battery and charging
- The boats are designed to prevent wave erosion along the shoreline



5. CASE STUDIES

TUR4ALL TRAVEL

GOOD EXAMPLES OF CSR IN TOURISM



TUR4all TRAVEL agency of the IMPULSA IGUALDAD group has more than 20 years of experience developing inclusive and accessible trips. The travel agency seeks to expand the reach of accessible tourism, promoting a culture of inclusion in the sector. It advocates that **every traveler deserves the opportunity to immerse themselves in any type of tourism experience anywhere and on equal terms.**

At TUR4all Travel tourism is truly for everyone. Inclusive and accessible trips are offered to promote diverse tourism and make it a reality. The agency collaborates with various destinations and tourism companies that develop tourism products that meet the needs of every person, regardless of their abilities.

TUR4all Travel bases its philosophy on the possibility of having a world without barriers. For this reason, it has designed a wide range of tourism products so that they can be enjoyed by everyone, whether they have accessibility needs or not.



5. CASE STUDIES IMPERIAL RESORT

GOOD EXAMPLES OF CSR IN TOURISM

HI Hotels Imperial Resort is a beachfront vacation resort located in the southern part of the Bulgarian Black Sea. Imperial Resort adopted a new strategic policy to sustain its business development that also includes the implementation of the CSR principles, with particular reference to the social impact, and ethical business operations.



In this context, the Imperial Resort in the field of environmental sustainability, implements Energy Efficiency, with energy-efficient technologies, such as LED lighting, smart thermostats, and renewable energy sources, in Waste Management, with the establishment of a waste reduction and recycling programs to minimize environmental impact, especially with the re-use of papers, in Water Conservation, with the adoption of water-saving practices and technologies to reduce water consumption.

As part of that, the Imperial Resort also implements effective Community Engagement, prioritizing the sourcing of goods and services locally to support the community and reduce the carbon footprint and establishing partnerships with local community organizations and contributing to local development initiatives.

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