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3 **Guest Editorial for IJCHM Vol 31 Issue X 2019:**
4 **Sustainability and Corporate Social Responsibility in Hospitality and Tourism**
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7 Welcome to *IJCHM*'s special issue on Sustainability and Corporate Social Responsibility
8 in Hospitality and Tourism. I would like to specially thank to our guest editors Professor Babak
9 Taheri and Dr. Roya Rahimi for putting together this very strong and timely special issue. The
10 articles included in this special issue should be well received by scholars, students and practicing
11 managers in our field.
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16 *Editor-in-Chief*
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20 **Guest Editors**

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26 **Introduction**

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28 Sustainability and Corporate Social Responsibility (CSR) in hospitality and tourism is laden with
29 contradictions. From the simple “carbon offsetting” of budget flights to the warning from the
30 Maldivian Government that their country will disappear due to rising water levels whilst also
31 building, in one year, at least seven additional airports to service their resort islands. The
32 academic literature does not always help; the continually inconclusive or contradictory findings
33 of financial impact studies, often meaningless CSR reporting, and consumer cynicism over
34 perceived “green-washing” activities (Farrington *et al.*, 2017) further contribute to the lack of
35 clarity in this area.
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40 There is a need for a substantive move towards sustainable, ethical, responsible,
41 environmentally or socially friendly strategies, but also towards concern for the well-being of
42 future generations in the coming decades (Farrington *et al.*, 2017; Jones *et al.*, 2016; Wells *et al.*,
43 2016a). Despite continued interest, this is a challenge for many countries, particularly with
44 regards to meeting the ever-shifting opinions and customer expectations surrounding
45 environmental issues pertaining to modern hospitality and tourism. Research should
46 fundamentally debate the relevance and application of sustainability to the sector and its
47 relationship with external stakeholders, and move away from narrow focuses. More specifically,
48 ‘one size does not fit all’ with regards to sustainability and CSR, hence societies and
49 organisations with different cultures and beliefs may be motivated to be involved in sustainability
50 and CSR developments for different reasons, and may also face diverse barriers to
51 implementation (Nyahunzvi, 2013; Thompson *et al.*, 2018; Wells *et al.*, 2015; Wells *et al.*,
52 2016b; Xu, 2014; Yadav *et al.*, 2016). Hence, the goal of this special issue was to encourage
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3 new theoretical and empirical development on sustainability and CSR studies in the hospitality
4 and tourism field.
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6 7 **The papers in this special issue**

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9 This special issue contains 19 papers that provide a comprehensive overview and insights about
10 the role and importance of sustainability and corporate social responsibility in hospitality and
11 tourism. Next, we present a brief summaries of the papers in the special issue.
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14 In the first paper, Artal-Tur *et al.* (2019) using Nicaragua as a case study designs and tests
15 a model where the main outcome is the reproduction and enhancing of the community life. The
16 researchers also revisit the ideas that successful sustainable initiatives require of a clear
17 engagement of local populations and a community based bottom-up strategy of development. In
18 the second paper using quantitative approach Zhang *et al.* (2019) examines how tourism impacts
19 on local community, managers' attachment to the community and their identification with the
20 value of heritage resources influence managers' corporate social responsibility (CSR) attitudes,
21 utilizing value identification and agency theories. Their findings indicate that managers' place
22 attachment, their heritage value identification and their perceptions of positive tourism impacts
23 affect their CSR attitudes. However, the negative effects of tourism do not significantly influence
24 CSR attitudes.
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30 Jeong and Yang (2019) in the third paper using experimental design and testing the
31 proposed hypotheses tried to identify an effective communication strategy for promoting
32 restaurants' green efforts to customers by using different types of green advertisement messages.
33 Farmaki (2019) in the next paper via conducting 54 semi-structured interviews with managers
34 from several sectors of the Cyprus tourism industry examined the stakeholder interests and
35 influence on CSR implementation in hotels through an instrumental stakeholder theory lens. Her
36 findings show that there is a dominance of supply-chain stakeholder interests, which in turn
37 outline the CSR orientation of hotels whereas stakeholder influence, largely shaped by the
38 interdependent multifaceted nature of the tourism industry, conditions the implementation of
39 CSR in hotels.
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44 In the fifth paper Guix Navarrete *et al.* (2019) based on the findings of semi-structured
45 interviews with eight sustainability managers and eight industry sustainability experts explained
46 the choices made by the hotel industry about what to include, and who to be accountable to, in
47 their sustainability reports; a process defined as materiality assessment. Coming to the sixth paper
48 Gursoy *et al.* (2019) via using quantitative approaching and Structural Equation Modelling
49 (SEM) investigated the antecedents of local residents' heritage resource protection and
50 conservation responsibility behaviours. The findings provide further insights into the impact of
51 residents' identity on their responsibility behaviours. In the seventh paper Hatipoglu *et al.* (2019)
52 analysed corporate social responsibility (CSR) programs in tourism as a tool for sustainable
53 development in the CSR program of a multinational enterprise in Turkey. The study is based on
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3 the qualitative approach in a single company, via content analysis of company-originated
4 documents, participant observations, questionnaires for tourism project coordinators, and follow-
5 up interviews with company directors and project managers.
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8 The next paper by Iyer and Jarvis (2019) reviews several domains of CSR and takes stock
9 of some exemplar research from hospitality management pertaining to CSR issues in the
10 context of the hospitality industry. The findings suggest four CSR domains as instrumental,
11 social/legal/political, ethical, and environmental. In the ninth paper, Khatter *et al.* (2019) aim to
12 ascertain the engagement of hotels with ESPPs and provide tentative evidence of their
13 commitment towards meeting the expectations of environmentally conscious stakeholders. Via
14 utilising secondary data and content analysis to examine the ESPPs of a sample of 220 hotels in
15 Australia, the authors found that while environmentally friendly business practices are
16 prominently displayed by the hotels sampled, however, independent non-chain affiliated hotels
17 are yet to adopt ESPPs in any visible way.
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22 MacKenzie and Gannon (2019) in the tenth paper of this issue use two historical case
23 studies (UK and Costa Rica). This paper explores the antecedents and legitimization of
24 sustainable development in hospitality and tourism. It demonstrates the value of historical
25 analysis through careful consideration of motivations, context, and development type under
26 different circumstances. This study is conducted based on utilizing government and private
27 archival materials, oral history testimonies, industry report and secondary literature and the
28 findings showcased that the private-sector is critical in legitimizing tourism and hospitality
29 development through addressing sustainability aims. The next paper by Martin-Rios and Raub
30 (2019), proposes a theoretically driven conceptual framework for how hospitality firms can
31 overcome the broad vs. narrow dilemma by breaking down the 17 SDGs into actionable and
32 context-specific subsets and by selecting individual sustainability initiatives with maximum
33 impact within the chosen set of SDGs. Hussain *et al.* (2019) in the next study empirically assesses
34 the impact of integrated lean and green practices on the sustainable (environmental, economic,
35 and social) performance of a hotel supply chain. Study results show that three major lean
36 techniques (Kaizen, quality, and productive maintenance) and three green techniques (health and
37 safety, waste disposal, and green certifications) have substantial impact on the sustainable
38 performance of hotel supply chains.
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45 Paper thirteen by McCabe *et al.* (2019) via conducting qualitative interviews with 22
46 Malaysian senior hotel managers together with ethnographic observations, explore how senior
47 managers of independent hotels perceive the notion of CSR through a holistic analysis of
48 motivations of undertaking both social and environmental initiatives. In paper fourteen, Novacka
49 *et al.* (2019) assess how a hotel geographical location in different parts of Central and Eastern
50 Europe influences the complexity of perception of pro-environmental behaviour. The study is
51 based on two closely connected multivariate statistical techniques analysing gradients: Principal
52 Components Analysis and partial Redundancy Analysis. The findings revealed significant
53 differences between hotels in Central Europe and Eastern Europe in the perception of the
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3 complexity in implementation of the environmental practices by hotel managers. Olya *et al.*
4 (2019) in the next paper based on a quantitative approach presents a unique perspective on the
5 application of the theory of planned behaviour (TPB) in the context of the green lodging industry
6 via configurational modelling of three TPB dimensions in formulating hotel visitors' behavioural
7 responses. Attitudes toward behaviour, subjective norms, and perceived behavioural control are
8 the three indicators of TPB used to predict guests' continued intention to use and recommend
9 green hotels on Cyprus, a Mediterranean island with a fragile ecological system.
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13 In paper sixteen, Volgger and Songshan (2019) broaden the understanding of social
14 responsibility in hospitality and tourism by positioning it in the wider context of responsibilities
15 for deviant behaviour. The paper presents a critical literature review that scopes responsible and
16 irresponsible behaviour of different stakeholders in hospitality and tourism and tackles some of
17 the often unquestioned assumptions of CSR, including who should be held accountable for
18 ensuring responsibility ("the onus of responsibility"). Next paper by Wynn and Jones (2019)
19 offers an exploratory review of some of the academic literature on the circular economy, natural
20 capital and resilience and examines how a number of companies and industry bodies within the
21 tourism and hospitality industry have employed these concepts in their business operations and
22 development planning.
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27 Paper eighteen by Yamak *et al.* (2019) identify the prevailing institutional orders and
28 logics that bring about CSR and sustainability discourse in the tourism industry in Turkey. It also
29 investigates how and to what extent the CSR and sustainability practices align with the local
30 institutional logics and necessities. In the final paper by Zhang *et al.* (2019) the authors via using
31 quantitative approach propose a conceptual model based on social identity theory to uncover how
32 CSR impacts employee attitudes (organizational identification) toward behaviour (OCB) leading
33 to task performance.
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37 **Concluding remarks**

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39 This special issue attracted a large number of high-quality submissions from scholars within
40 tourism and hospitality, as well as related disciplines, including: marketing, entrepreneurship,
41 history and management information systems. The nineteen articles in this special issue speak on
42 the variety of sustainability and CSR approaches that can be used to answer sustainability related
43 questions. There are also several innovative methodological techniques used to deliver insightful
44 outcomes in this special issue, including: SEM, subject experimental design, semi-structured
45 interviews, content analysis of company-originated documents, participant observations,
46 secondary data and content analysis, historical analysis, fuzzy-set qualitative comparative
47 analysis (fsQCA), necessary condition analysis (NCA), and case study design. We believe each
48 of these methods point towards significant contributions to contemporary issues in sustainability
49 and CSR.
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There are many people to thank for their efforts on this issue. We would like to thank all the authors who responded to the call for articles in this special issue. We are particularly grateful to the authors of the papers in the special issue and to the many anonymous reviewers who provided constructive suggestions and feedbacks. So, big, heartfelt thanks to you all. We would like to apologise to those we could not accommodate in this special issue. We also very much appreciate that the authors put in extra effort to make procedural details and interpretation accessible to *International Journal of Contemporary Hospitality Management* readers. Last but not the least, the empirical studies presented in this special issue underline the importance to continue with sustainability and CSR research. We hope that the papers in this special issue have taken a step towards recognising this potential and will encourage more researchers to join this exciting research area.

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