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Corporate Social Responsibility: A case study of Accor Hotels Group

Nguyen Thi Thanh Nga

School of Hospitality and Tourism of Hue University, 22 Lam Hoang St., Hue city, Vietnam

Corresponding author: Nganguyen.hat.hueuni@gmail.com

Abstract

CSR is an aggregate of ethics and responsibilities which involves organizations looking at their impact on society and considering their responsibilities toward both stakeholders and society. This paper will explore the concepts of CSR and examine the impact of it on the hotel industry. We choose a case study of Accor Hotels Group which is considered as one of the best practices of CSR. Accor Hotels Group takes responsible for involving all its hotels and their customers in a sustainable development program – entitled ‘Planet 21’. This programme has succeeded in the first period from 2010 to 2015 so that they have been implementing for the second season. Accor has implemented CSR activities more and more because it was more profitable than previous years. As a conclusion, if CSR is performed correctly in hotel industries, it can have a positive impact and direct effect on a higher performance of hotels.

Keywords: Corporate Social Responsibility, CSR, Sustainable development, Accor Hotels Group