

CORPORATE SOCIAL RESPONSIBILITY OF RESORTS: A CASE OF PANSOL, LAGUNA, PHILIPPINES

KARLA FAYE C. HANGDAAN¹, MYCCA JANELLA T. BUSTILLO²

MI HWA C. VILLAMOR³, ERNESTO C. MANDIGMA JR.⁴

http://orcid.org/0000-0002-7528-2693¹, 0000-0001-6777-1342²,

0000-0001-8945-6749³, 0000-0002-1721-0026⁴

karla.fayec@gmail.com¹, myccajanellabustillo@yahoo.com²

mihwa_villamor@yahoo.com.ph³, ecmandigma@dlsud.edu.ph⁴

De La Salle University- Dasmariñas

Dasmariñas Cavite, Philippines

ABSTRACT

Corporate Social Responsibility (CSR) defines the company's responsibility to acquire revenue and in interacting ethically within the community environment. It is considered to be a form of sustainability in the tourism industry. The researchers aimed to address the gap focusing on the effect of engaging in CSR that may lead to adverse reputation, irresponsible tourism, and failed interaction within the community. The CSR pyramid model by A. Carroll was acquired to assess the economic, legal, ethical, and philanthropic practices of the selected resorts. The use of quantitative method determined how employees assessed the CSR practices. Stratified sampling was utilized to obtain people with enough knowledge on the resort and acquire the same proportion of people for each resort in Laguna. The researchers gathered data with the use of survey questionnaires and answered by 102 employees. The results were interpreted using ANOVA (Analysis of Variance) and T-test. The major findings showed that there was a significant difference in the overall assessment of the CSR practices when grouped by department. It was found out that CSR was perceived by employees and mostly under age group from the early to late 20s and most college graduates. Most of them are female employees, had 1 month-2 years of service, and they came from the Front Office Department. The employees agreed based on their assessment to gain the customers' trust, accomplishing business permits and licenses, employees accommodate guests with a good attitude, and to enhance the growth and sustainability of the organization. The result of the study was used to recommend a plan of improvements to the current CSR practices of each resort.

Key words: Corporate Social Responsibility, Resorts, Quantitative Research, Philippines, Asia

INTRODUCTION

Corporate Social Responsibility (CSR) is the ability to gain profit as a company and interact ethically within their community as the company's obligation. This can be done through organizational activities involving employees, welfare programs, community activity, charitable offering, ethical influence, and environmental

protection. Through this, a company would be able to operate in their way and to strengthen society and the environment instead of contributing negatively to them. Calamba City in Laguna is considered as the "Hot Spring Capital of the Country." It is known as a destination for pleasure and relaxation for people wanting to have a getaway from their lifestyle. Pansol is near Mt. Makiling, and it is the source of most of

the hot spring resorts. According to House Bill 306 which is the Corporate Social Responsibility Act of 2013, all business organizations are mandated to take into consideration the interest of society by taking responsibility for the impact of their activities on customers, employees, shareholders, communities, and environment. Its goal is to have sustainable economic and environment development. The researchers believed that the success behind an establishment begins within the employees as they have a great role for developing the company and convey them to the guests or community. Similar to the study of Carr G. (2018) where he also asserted that higher involvement in CSR programs came from having a vast strategy of employee engagement. Its focus was on the employee and their relationship with the company. Aside from discussing CSR efforts, creating a comprehensive initiative urged the employees' activation, learning, and participation. Employee participation and learning creates comprehensive initiatives regardless on communicating about CSR efforts. Employees are the ones who have a major role in the growth of CSR and good relationships with external stakeholders such as guests. Weeden, C., and Boluk, K. (2014) state that "responsible tourism has built Corporate Social Responsibility which asserts the effect of Corporate Social Responsibility. Widely, it is a company's engagement to operate in an ethical manner that includes society and the environment." Since the researchers observed that the resorts in Pansol give more attention to the improvement of their establishment and prioritize less on contributing to the community and external activities, the researchers aimed to address the gap which is the negative impact of not engaging in Corporate Social Responsibility that may lead to have negative reputation, irresponsible tourism, poor relationship with the employees, and not being able to interact within their community.

FRAMEWORK OF THE STUDY

For A. Caroll (2016), Corporate Social Responsibility is about making economic responsibility as an elemental requirement in business and it must be strong to support the other elements.



Figure 1. Theoretical Framework

OBJECTIVES OF THE STUDY

This study aimed to determine the Corporate Social Responsibility in selected resorts in Pansol, Laguna with the following objectives: 1) to determine the profile of the respondents based on age, gender, educational attainment, department, and length of service; 2) to assess the respondents' assessment of the Corporate Social Responsibility of the selected resorts in Pansol, Laguna in terms of economic responsibility, legal responsibility, ethical responsibility, and philanthropic responsibility; 3) to determine the significant difference on respondents' assessment towards Corporate Social Responsibility of selected resorts in Pansol, Laguna when grouped according to profile; and 4) to propose enhanced Corporate Social Responsibility practices plan.

METHODOLOGY

The researchers used a quantitative descriptive research design to determine the relationship of two variables and know the cause

and effect of the relationships. The study used descriptive research to determine the CSR practices of the selected resorts in Pansol. This type of quantitative research helped the researchers answer questions pertaining to the results of the data gathering. The respondents of the study were the employees of the chosen resorts. Specifically, the total number of employees of Laguna Hot spring Resort was 22, and the sample taken was 10. The second was the La Vista Resort Complex with 33 employees and taken 15 as the sample respondents. Third, was the 88 Hot spring Resort with 121 employees and 54 as the sample. Lastly, Doña Jovita Garden Resort with 50 employees and 23 as the sample. The total sample size was 102. The tool that was used in data gathering was the survey questionnaire. It had two parts, the demographic profile of the respondents and the 4-point Likert scale questions regarding the components of CSR (Economic, Legal, Ethical, and Philanthropic). In this study, the researchers observed the resorts within the area by visitation, asked the HR Manager or the General Manager if they have existing CSR practices evident in the area, and an open observation wherein an employee and the surroundings were observed. The researchers discovered four resorts with existing CSR practices. The researchers validated the questionnaire using the Cronbach Alpha, and the value was 0.9605; hence, the questionnaire was reliable since its value was greater than 0.7. The researchers used ANOVA (Analysis of Variance) and T-test, which determined the results of the assessment of respondents towards the CSR of the Resorts in Pansol, Laguna in which they were working.

RESULTS AND DISCUSSIONS

1. Demographic Profile of the Respondents

1.1 Age

According to the result, most of the respondents were aged 21-29 years old with of 43.1% while the least respondents were aged 50

with 5.9%. Since most respondents were in their early 20s to late 30s, this indicates that they were in the stage where opinions can be easily expressed. Hanvold T. et al. (2016) states that “Young workers that ranged 15-34 years old have a higher chance of reporting heavy physical work and handling heavy loads.”

1.2 Gender

The results show that female workers have a higher percentage than male workers with 57.8% and 42.2% respectively. It denotes that females believe that their opinions were as important as of the males and were more persistent in expressing it. According to the study of Kaur (2013), “The inclusion of gender perspective in CSR can play a role in achieving gender equality in the workplace through activities and policies.”

1.3 Highest Educational Attainment

In terms of the educational attainment of the respondents, the data shows that the majority of the respondents are college graduate with 57.8%. This denotes that college graduates have an advanced idea on the current practices in the field meanwhile those with Master’s Degree has the lowest percentage with 1.0% because employees do not need Master’s degree to have a job in the resorts. As compared to the study of Kukanja, et al. (2016), the highest number had completed secondary or vocational school while managers and employees had obtained a higher education.

1.4 Department

Findings revealed that most of the employees came from the Front Office Department with 25.5% while the lowest with 2.9% both came from Secretary and Security Department. This implies that since the Front Office belongs to the front house, they represent the company and shows CSR to the guests through the quality of their service. That is why they are more active when it comes to



organizational commitment and are more engaged in the companies' general philosophy. Secretary and Security got the lowest percentage because the resorts have few employed secretaries and few securities on duty. Amangala (2013) found in his study that in the Nigerian context, the position of employment had a major effect on organizational commitment.

1.5 Length of Service

According to the results, most of the respondents have 1-2 years length of service with 39.2% while the lowest are the employees with 9-11 years length of service. This signifies that since most were college graduates, they were beginning their career in the hospitality industry, most likely to gain experience. On the other hand, 9-11 years length of service got the lowest percentage because they preferred to employ young workers to do physical work while few employees with longer length of service were more suited for the managerial position. In comparison to the study of Hailu and Nigatu (2015), most respondents had one year to five years length of service.

2. Respondents assessment the Corporate Social Responsibility of the Selected Resorts in Pansol, Laguna

2.1 Economic Responsibility

In terms of the economic responsibility of the resorts, it has an overall weighted mean of 4.0 which is interpreted as Strongly Agree. The highest rank with a weighted mean of 3.46 was the resort gains customer's trust in terms of their service. This indicates that it is important to gain trust, understanding, and knowing the guest's needs. Companies should strive to take great consideration of their employees, which will make a win-win situation. On the other hand, the lowest rank with the mean of 3.19 was on the resort which produces excellent quality of products out of low-cost materials. It indicates that the resort barely uses recyclable materials

for their products, which will also be sustainable. Similar to the study of Su et al. (2017), CSR has a positive effect on the company's reputation and customer satisfaction which has a positive effect on the customer commitment and response such as recommending the resort to other tourists.

2.2 Legal Responsibility

In terms of the Legal Responsibility of the Resorts, the overall weighted mean of 3.40 showed an agreement among respondents on the given indicators. This was further evidenced by the highest rank with 3.59 which showed that resorts accomplish business permits and licenses to operate. It denotes that they make sure their business, employees, and customers are protected, and their business is trustworthy. However, resorts may lack attention to providing employee incentives, working policies and allocation of wages, which landed at the lowest rank with 3.26. To infer, giving enough attention to the employees' welfare will inspire and satisfy their working conditions. According to Shastri (2014) "A legal contract holds the employer accountable for their employees, who expect wages, benefits and protection in exchange for their work and effort. It is the organization's obligation to fulfill its employees' expectation."

2.3 Ethical Responsibility

In terms of the Ethical Responsibility, respondents showed strong agreement as supported by the overall weighted mean of 4.0 as the weighted mean. The highest rank with 3.52 weighted mean had strong agreement from respondents on that resort employees serve the guest with respect and good attitude. It denotes that being part of the hospitality industry, it is a must to maintain the goodwill towards the guests by treating them with respect and accommodate them with a good attitude. However, the Standard Operating Procedures were not fully observed by the employees when they carry out tasks involving guests concerns, which got the lowest mean. Similar to the study of Mihaljević



and Tokić (2015), this component emphasizes the organization and employee's duty to be a dependable corporate citizen and improved obligation both on the organization and the community.

2.4 Philanthropic Responsibility

In terms of Philanthropic Responsibility, it has an overall weighted mean of 3.33 showing agreement of respondents on given indicators. The highest rank with a mean of 3.24 is that the resorts enhance the growth and sustainability of the organization for the future purposes. This indicates that each resort focuses more on the development of the organization and

subsequently the community. On the other hand, the lowest rank has a mean of 3.17 wherein the resort supports the local community by giving good or in-kind. Results indicate that for instance, the resorts segregate wastes produced within their premises and the nearby community. Through this, they have complied with the standards of taking care of wastes and at the same time helping the community and the environment of Pansol in general. Liket and Maas (2015) specify that from the community expectations' point of view, the combination of the two concepts which are strategy and philanthropy is balanced to benefit business and society simultaneously.

3. Evaluation on the significant difference on the respondent's assessment towards Corporate Social Responsibility of Selected Resorts in Pansol, Laguna when grouped according to profile

3.1 Grouped by Age (ANOVA)

Table 1. Grouped by Age

	Age	Sum of Squares	F	value	Decision	Interpretation
Economic Responsibility	æen Groups	1.299	1.217	.308	Accepted	Not Significant
	1 Groups	25.876 27.175				
Legal Responsibility	æen Groups	1.145	.787	.536	Accepted	Not Significant
	1 Groups	35.294 36.440				
Ethical Responsibility	æen Groups	.985	.864	.489	Accepted	Not Significant
	1 Groups	27.649 28.634				
Philanthropic Responsibility	æen Groups	1.271	.803	.526	Accepted	Not Significant
	1 Groups	38.403 39.674				
Overall	æen Groups	1.074	.996	.414	Accepted	Not Significant
	1 Groups	26.154 27.227				

Verbal Interpretation: Significant if p-value > 0.05, Significant if p-value <0.05

The ANOVA analysis, when grouped by age, shows that there was no significant difference in the overall assessment of the respondents on the responsibilities of the company. It denotes that regardless of the age

of the respondents, their assessment on the CSR is not affected because the organizations oriented their employees about their CSR Responsibility and employees are involved in the organizations' CSR programs. Similar to the



study of Tuzcu A. (2014), Organizational commitment and job fulfillment levels made by the CSR programs do not change depending on

the age levels and working times for an organization.

3.2 Grouped by Gender (T-Test)

Table 2. Grouped by Gender

	Gender	T	df	le	sion	retation
Economic Responsibility	Equal Variances Assumed	-6.20	100	.537	Accepted	Not Significant
	Equal Variances Not Assumed	-.600	78.812	.550		
Legal Responsibility	Equal Variances Assumed	-.105	100	.917	Accepted	Not Significant
	Equal Variances Not Assumed	-.105	90.502	.917		
Ethical Responsibility	Equal Variances Assumed	.577	100	.565	Accepted	Not Significant
	Equal Variances Not Assumed	.573	88.587	.568		
Philanthropic Responsibility	Equal Variances Assumed	.490	100	.625	Accepted	Not Significant
	Equal Variances Not Assumed	.494	93.397	.622		
Overall	Equal Variances Assumed	.111	100	.912	Accepted	Not Significant
	Equal Variances Not Assumed	.110	87.646	.913		

Verbal Interpretation: Not Significant if p-value > 0.05, Significant if p-value < 0.05

The T-test, when grouped by gender, shows that there was no significant difference in the assessment of the respondents on the CSR of the company. The hypotheses of no significant difference were accepted. It indicates that regardless of gender, the perception of the male and female respondents on the responsibilities of the company is the same and did not affect their assessment. Results were similar to that of Günay & Akıncı (2017), which showed that their analysis had revealed no significant difference between male and female respondents in terms of their perception of ecotourism.

3.3 Grouped by Educational Attainment (ANOVA)

The ANOVA analysis, when grouped by educational attainment, shows that there was no significant relationship on the CSR analysis of the respondents. It indicates that employees believe that educational attainment does not hinder them from carrying out the CSR of the organization. Employees have the innate capability where they were able to understand without the need of studying hypothetical references. This capability is sufficient for the employees to perform tasks about CSR programs such as volunteering on programs. Similar to the study of Mensah, et al. (2017),



Corporate Social Responsibility and employee engagement have no relationship when the level of education is controlled.

Table 3. Grouped by Educational Attainment

	Age	Sum of Squares	F	value	Decision	Interpretation
Economic Responsibility	Between Groups					
	Within Groups	.063				
	Total	27.112	.116	.891	Accepted	Not Significant
Legal Responsibility	Between Groups					
	Within Groups	.007				
	Total	36.432	.010	.990	Accepted	Not Significant
Ethical Responsibility	Between Groups					
	Within Groups	.151				
	Total	28.482	.263	.769	Accepted	Not Significant
Philanthropic Responsibility	Between Groups					
	Within Groups	.699				
	Total	38.974	.888	.415	Accepted	Not Significant
Overall	Between Groups	.134				
	Within Groups	27.094	.244	.784	Accepted	Not Significant
	Total	27.227				

Verbal Interpretation: Not Significant if p-value > 0.05, Significant if p-value <0.05

3.4 Grouped by Department (ANOVA)

The ANOVA interpretation, when grouped by Department, shows that there was a significant difference in the assessment of the respondents on the economic, and philanthropic responsibilities of the company. The null hypothesis of no significant difference was rejected. The secretaries and security personnel gave the highest assessment of the economic and philanthropic responsibilities of the company. Moreover, there is a significant difference in the overall assessment of the respondents when grouped by department. It implies that the security department's main duty concerns the guests, employees, and the community greatly. That is why they give much importance to the Economic and Philanthropic

Responsibility because it is their duty to keep the guests, employees, and the community working with the local police department in a given situation, away from harm thus, preventing profit loss and protection of life. In the research of Paraskevas (2013), security professionals believed that security awareness culture is essential where everyone is involved in the protection and welfare of guests and workforce. The secretary is vital to know the current trends and events regarding CSR for the board to be aware of and come up with a way on how to incorporate it to the establishment. They also administer and oversight the CSR practices for the employees to abide



Table 4. Grouped by Department

	Age	Sum of Squares	F	p-value	Decision	Interpretation
Economic Responsibility	Between Groups	5.499	2.387	.027	Rejected	Significant
	Within Groups	30.941				
	Total	36.440				
Legal Responsibility	Between Groups	3.399	1.920	.075	Accepted	Not Significant
	Within Groups	23.776				
	Total	27.175				
Ethical Responsibility	Between Groups	3.335	1.770	.102	Accepted	Not Significant
	Within Groups	25.299				
	Total	28.634				
Philanthropic Responsibility	Between Groups	6.353	2.560	.019	Rejected	Significant
	Within Groups	33.321				
	Total	39.674				
Overall	Between Groups	4.129	2.400	.026	Rejected	Significant
	Within Groups	23.098				
	Total	27.227				

Verbal Interpretation: Not Significant if p-value > 0.05, Significant if p-value <0.0

3.5 Grouped by Length of Service (ANOVA)

Table 5. Grouped by Length of Service

	Age	Sum of Squares	F	p-value	Decision	Interpretation
Economic Responsibility	Between Groups	91	.407	.237	Accepted	Not Significant
	Within Groups	84				
	Total	75				
Legal Responsibility	Between Groups	67	.915	.114	Accepted	Not Significant
	Within Groups	72				
	Total	40				
Ethical Responsibility	Between Groups	59	.781	.139	Accepted	Not Significant
	Within Groups	75				
	Total	34				
Philanthropic Responsibility	Between Groups	22	.836	.505	Accepted	Not Significant
	Within Groups	51				
	Total	74				
Overall	Between Groups	41	.656	.166	Accepted	Not Significant
	Within Groups	87				
	Total	27				

Verbal Interpretation: Not Significant if p-value > 0.05, Significant if p-value <0.05

The ANOVA analysis, when grouped according to the length of service, shows that the null hypotheses were accepted. It is concluded that the difference between the lengths of services of the respondents did not affect the assessment of Corporate Social Responsibility. Similarly, there was no significant difference in the overall assessment of the respondents when grouped by length of

service. The decision or perception of the respondents greatly depended on their point of view on the current CSR practices rather than assessing the component depending on how long the respondents rendered service in the resort. They focus more on the state of CSR regardless of the employees' length of service. Similar to the study of Dalayeen (2017), there was no significant difference between the



satisfaction levels of employees with regard to the length of service.

4. Proposed Enhanced Corporate Social Responsibility Practices Plan

On the basis of analysis, the researchers were able to come up with an enhanced Corporate Social Responsibility Plan. The objectives of the recommendation were to focus on improving employee engagement, establishing CSR as a regular program to improve the business in order to give good service to its employees, customers, and the community, and to strengthen the internal relationship among the employees of any position or department.

CONCLUSIONS

Based on the findings of the study, the researchers were able to conclude that:

1. Most of the respondents are aged 21-29 years old, where females are more than males. Most of them are college graduates, and they are under the Front Office Department. Almost half of the respondents have 1 month to 2 years of length of service.
2. In terms of the assessment of CSR on the four components, the respondents assessed the CSR in terms of Economic and Ethical responsibility as Strongly Agree and has a similar mean of 4.00. The Legal and Philanthropic responsibility was agreed upon and has a total mean of 3.40 and 3.33 respectively.
3. In determining the significant difference in the respondents' assessment of CSR when grouped according to profile, it is found out that the Department only showed overall significant difference. On the other hand, the age, gender, and length of service have an overall no significant difference.

4. The researchers designed a plan of activities for the improvement of the current CSR practices of the subject resorts.

RECOMMENDATIONS

The recommendation based on the conclusions will enhance the involvement of the resorts on the aspects and ensure the existence of CSR skills in all employees within the organization.

1. In terms of Economic Responsibility, the management and the employees may come up with a sustainable product using the recycled materials they have from the wastes collected every week. This will let them produce a product every month and be one of the ways to gain more profit and contribute to environmental welfare. Products such as souvenirs, tote bags, slippers, stationaries, and jewelry can be made.
2. In terms of Legal Responsibility, the resort improves by providing incentives such as performance appraisal incentives and reward compensation incentives, giving benefits to employees such as privileged benefits, and giving employees ample rest periods during their duty, following the holidays and providing enough leaves, and give just wages and overtime pay. The management and the HR manager follow proper laws on the matter and must make sure that employees approve and understand the laws of the company.
3. In terms of Ethical Responsibility, resorts can be improved by updating the Standard Operating Procedures by every department manager biannually. Employees will have strict compliance and will have the same manner of giving service to the guests that may provide distinction for the resort. Department managers should also observe every employee on how they handle tasks.

4. In terms of Philanthropic Responsibility, the resort could be improved by helping the community periodically on the resorts' desired in-kind. The Human Resources Department may look for a local community that will be the beneficiary. The in-kind such as canned goods, a sack of rice, or school supplies are a helpful necessity for the local community. This activity is done to contribute to the betterment of the local community.

REFERENCES

- Amangala T. (2013) The Effect of Demographic Characteristics on Organizational Commitment: A Study of Salespersons in the Soft Drink Industry in Nigeria. *European Journal of Business and Management*, Vol. 5, pp. 109-118
- Caroll A. (2016). Carroll's pyramid of CSR: taking another look. *International Journal of Corporate Social Responsibility*. 1(1), 1. Retrieved from <https://doi.org/10.1186/s40991-016-0004-6>
- Carr G. (2018). *Employee Engagement is the Key to CSR Participation*. Retrieved from <http://csrmatters.net>
- Corporate Social Responsibility Act of 2013. Retrieved from <http://www.bworldonline.com/content.php?section=Nation&title=corporate-responsibility-bill-refiled-in-congress&id=76798>
- Dalayeen B. (2017). A Study on Quality of Work Life among Employees in Cairo Amman Bank. Retrieved from <https://file.scirp.org>
- Günay, İ., & Akıncı, Z. (2017). The Ecotourism Perception of Graduate and Postgraduate Tourism Students for Antalya Destination. *International Journal on Lifelong Education and Leadership*, 3(1), 17-24. doi:10.25233/ijlel/2017-v3i1p3
- Hailu FK., & Nigatu, TF., (2015). 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 & Hospitality*, 04(05). doi:10.4172/2167-0269.1000184
- Hanvold T. et al., (2016). *Young Workers and Sustainable Work Life: Special Emphasis on Nordic Conditions*. Retrieved from <https://norden.diva-portal.org/smash/get/diva2:912427/FULLTEXT01.pdf>
- Kaur P. (2013). Corporate Social Responsibility and Gender in Workplace. *International Journal of Humanities and Social Science Invention* (2)11, 36-40. Retrieved from <http://www.ijhssi.org>
- Kukanja, M., Planinc, T., & Šuligoj, M. (2016). Influence of managers' demographic characteristics on CSR practices in the restaurant industry: the case of Slovenia. *Tourism and hospitality management*, 22(2), 151-172 doi:10.20867/thm.22.2.2
- Liket, K., & Maas, K. (2015). Strategic Philanthropy: Corporate Measurement of Philanthropic Impacts as a Requirement for a "Happy Marriage" of Business and Society. *Business & Society*, 55(6), 889-921. doi:10.1177/0007650314565356
- Mihaljević M. & Tokić I. (2015). Ethics and Philanthropy in The Field of Corporate Social Responsibility Pyramid. Retrieved from <https://ideas.repec.org/a/osi/journal/v11y2015p799-807.html>
- Mensah, H. K., Agyapong, A., & Nuertey, D. (2017). The effect of corporate social responsibility on the organizational commitment of employees of rural and community banks in Ghana. *Cogent Business & Management*, 4(1). doi:10.1080/23311975.2017.1280895
- Paraskevas A. (2013). Aligning strategy to threat: a baseline anti-terrorism strategy for hotels. *International Journal of Contemporary Hospitality Management*, 25(1), 140-162.
- Shastri, S. C. (2014). Corporate Social Responsibility towards Employees (Case of Kingfisher Airlines and Jet Airways). *Journal of Accounting & Marketing*, 03(01). doi:10.4172/2168-9601.1000114

Su L., Pan Y., Chen X. (2017). Corporate social responsibility: Findings from the Chinese hospitality industry. *Journal of Retailing and Consumer Services* 34, 240-247. doi: 10.1016/j.jretconser.2016.10.013

Tuzcu A. (2014). *The Impact of Corporate Social Responsibility Perception on The Job Satisfaction and Organizational Commitment*. Retrieved from <http://dergipark.gov.tr>

Weeden C., & Boluk K. (2014). *Managing ethical consumption in tourism*. Routledge. Retrieved from <https://www.academia.edu>

AUTHORS' PROFILE

Karla Faye C. Hangdaan is currently taking up Bachelor of Science in Tourism Management in De La Salle University–Dasmariñas. She was born on January 5, 1999, in Mandaluyong City, Philippines. During May 2018

until November 2018, she was a management trainee at Ayara Hilltops Boutique Resort and Spa in Phuket, Thailand. She knew that she has a passion for connecting with people, a heart for customer service, and wanted to pursue a job in the Hospitality Industry.

Mycca Janella T. Bustillo is a graduating college student from De La Salle University-Dasmariñas and taking up Bachelor of Science in Tourism Management. She was born on November 3, 1998, in

Manila, Philippines. Her ambition is to become a flight attendant because she has poise & passion for meeting new people, culture and nurturing her mind from different countries & experiences. A pursuer of her dreams and has faith that will be one of the women she's dreaming of by grace.

Mi Hwa C. Villamor is a graduating college student in De La Salle University-Dasmariñas and taking up Bachelor of Science in Tourism



Management. She was born on December 16, 1998, in Valenzuela City, Philippines. She wanted to be a flight attendant because when she was a child, she was amazed by how they look and how beautiful their uniforms are, and that's when she started to have a dream of being a flight attendant in the near future. She is still pursuing her dreams and looking forward to be part of the Hospitality Industry.

Ernesto Cataquis Mandigma Jr. received the Bachelor of Science in Tourism in 2000, Master of Business Administration in March 2002, Master in Public Administration in October 2002, Master of Arts in Education major in Education

Management in 2005, Master in Education in 2011 at the Golden Gate Colleges. He finished Doctor of Education major in Educational Management (2016), a candidate for Doctor in Business Administration and Doctor of Philosophy which is in progress at the Batangas State University. Currently, he is connected as a professor in Graduate School at Batangas State University, an undergraduate professor in both De La Salle University Dasmariñas and Malayan Colleges Laguna- A MAPUA School. He presented different researchers in both the national and international conferences. He was also a grantee of both public and private schools for conducting researches and conference presentations.

COPYRIGHTS

Copyright of this article is retained by the author/s, with first publication rights granted to IIMRJ. This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution – Noncommercial 4.0 International License (<http://creativecommons.org/licenses/by/4>).