

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

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ABSTRACT

Corporate social responsibility (CSR) defines a company's responsibility to acquire revenue and the responsibility of 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 to interact within the community. The corporate social responsibility pyramid model by A. Carroll was acquired to assess the economic, legal, ethical, and philanthropic practices of the selected resorts. The used of the quantitative method determined how employees assessed CSR practices. Stratified sampling was utilized to obtain people with enough knowledge 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 show that there is a significant difference in the overall assessment of the CSR practices when grouped by department. It is found out that CSR perceived by employees and mostly aged from the early to late 20s and most college graduates. Most of them are female employees, has one month-2 year 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 good attitude and enhancing 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.

Keywords: Corporate Social Responsibility, Resorts, Quantitative Research, Philippines, Asia