

# **CORPORATE SOCIAL RESPPONSIBILITY AND HOSPITALITY INDUSTRY IN DANANG, VIETNAM**

**Author:** VO HONG DIEU PHUOC

**Diploma Thesis Supervisor:** GILORMINI PATRICK

# CONTENTS

1	Context and Research question
2	Methodology
3	Field research results
4	Limitations
5	Conclusion

# CONTEXT OF THE TOPIC

## Corporate Social Responsibility

- responsibility for the impacts of the organisations' decisions and activities on the society and the environment regarding the sustainable development and the welfare of the stakeholders (ISO 26000, Sydney, 2007)
- attracted the attention from the public

## Hospitality Industry

- one of the most important industry
- has a significant contribution to the development of the economy, cultural exchange
- the cause of numerous issues

## Da Nang city

- total supply of hotel industry is up to 426 hotels
- numerous international brands such as Hyatt Regency, Novotel, Crowne Plaza, Mercure, InterContinental Danang Sun Peninsula Resort...



# OBJECTIVES



To clarify corporate social responsibility in hotel sector with the case of Da Nang city, Vietnam.



To examine the guest perception of hotel CSR policies in order to figure out the influences of guests' perception towards their purchase behaviour

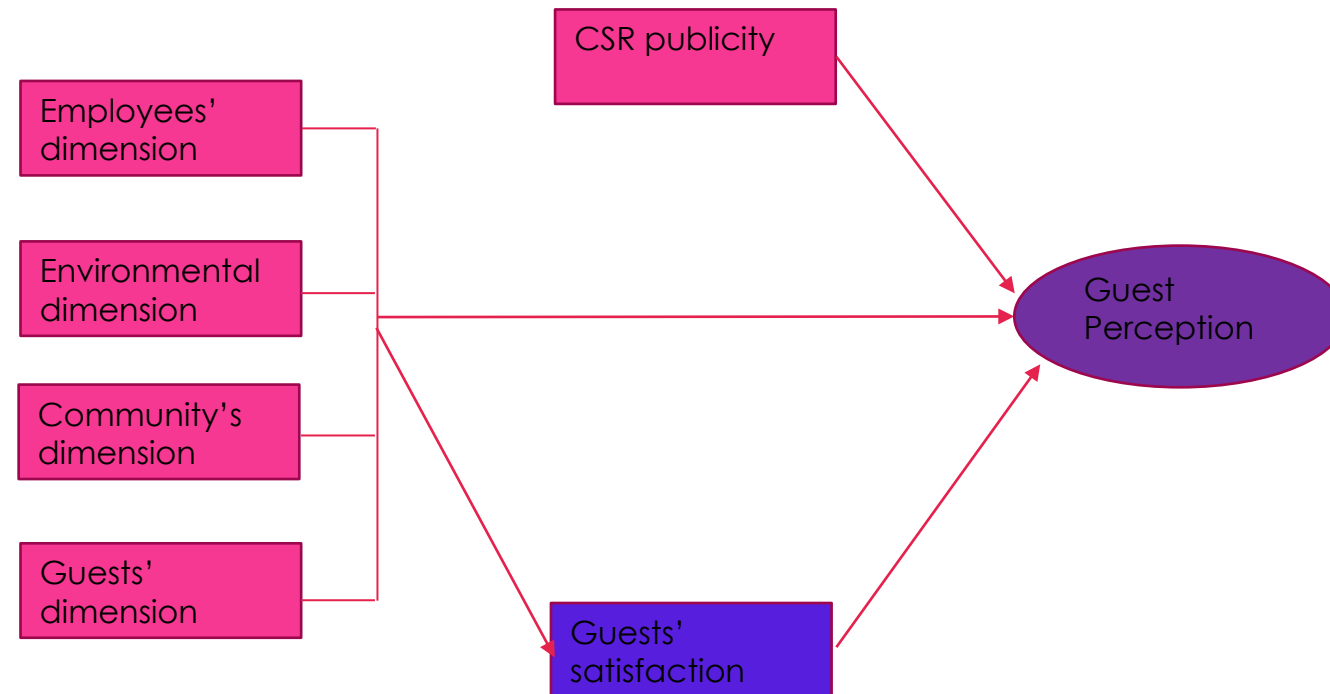
## Research question

➤ What are the effects of hotel corporate social responsibilities practices on guests' perception?

How does guests' perception of corporate social responsibility affect to their purchase behavior?

# RESEARCH MODEL

- The research questions
- Literature review



# HYPOTHESIS OF THE RESEARCH

The CSR publicity has a positive impact on guest perception

The hotel CSR - employee policy has a positive impact on guest perception

The hotel CSR - guest policy has a positive impact on guest perception

The hotel CSR - environment policy has a positive impact on guest perception

The hotel CSR - community policy has a positive impact on guest perception

The hotel CSR has a positive impact on guest perception

Guests' satisfaction has a positive impact on their perception of CSR

# METHODOLOGY

- Online survey: website Kwirsurveys (<https://kwiksurveys.com>)
- Quantitative research methodology : the data analyses software Statistical Package for the Social Sciences version 20.0 (SPSS).
- Qualitative research:
  - ✓ The main sources: hotels' webpages, academic journal articles, and official statistic database of Da Nang tourism Department.
  - ✓ An assessment of CSR initiatives in Da Nang hotels



# QUESTIONNAIRE

## Personal information

1. What is your gender?
2. How old are you?
3. What is your marital status?
4. How much is your income? (USD)
5. What is your occupation?
6. What is your highest education?

## General experience of Hospitality Service

7. Have you stayed in hotels in Da Nang city?
8. What is the main purpose of your stays in Da Nang?
9. Which is the rating of hotel that you usually choose?
10. Why do you choose this hotel?
11. Have you ever heard of Corporate Social Responsibility in hospitality industry?
12. Please list three words of Corporate Social Responsibility that come to your mind?
13. How do you know about a hotel's CSR policies?

## CSR and guest's perception of hotel service

14. The hotel employees get reasonable salaries and welfare
15. The hotel employees have a safe and healthy working-environment
16. The hotel employees are encouraged to develop their skills and careers
17. The hotel use natural local products
18. The hotel applied green initiatives such as recycling and waste reduction
19. The hotel promote energy conservation and water conservation
20. The hotel offer jobs for local community
21. The hotel supports local charities through sponsoring events, financial donations or voluntary services.
22. The hotel is responsive to customers' complaints
23. Consumer rights are respected
24. The quality of hotel's services and products are tightly controlled to assure guests' satisfaction
25. Employees showed high levels of professionalism
26. Overall, I am satisfied with my stay at this hotel
27. Corporate Social Responsibility initiative are popularized widely through hotel's websites
28. I often read news about hotel CSR through the mass media

29. CSR practice is an important factor in choosing a hotel
30. CSR practice is more favourable element than prices in choosing a hotel
31. CSR practice is more important element than locational convenience in choosing a hotel

# Field research results

About hotel CSR practices in Da Nang



## Lack of concerns about CSR issues

only famous and luxury hotels are paying attention to CSR



## CSR practices in the dimension of the environment and community

Keep Vietnam Clean and Green organization of Pullman Beach Resort or Soap for Hope of Mercure BaNa Hills

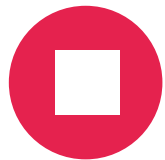
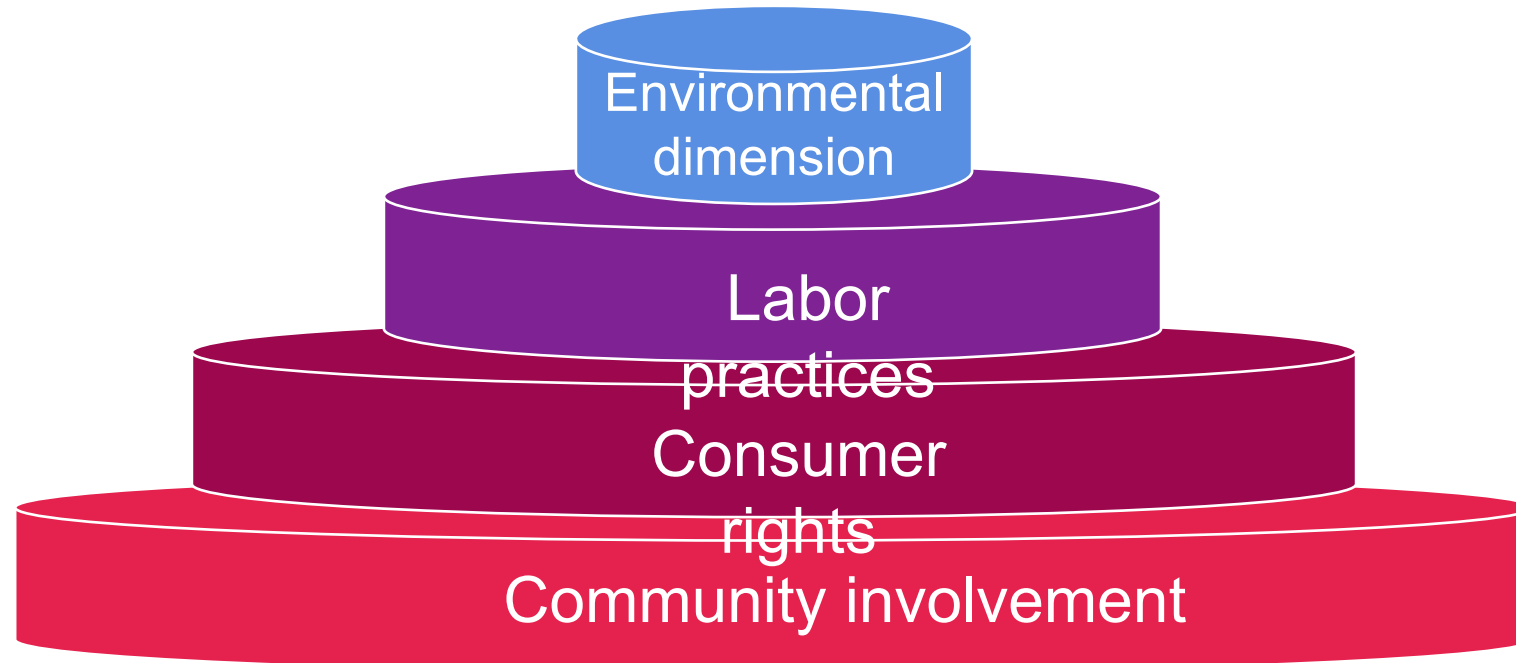


## Consumer rights, labor practices has not been put at priority

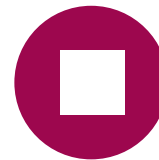
misleading understanding of CSR concept that it mainly consists of community works and events

# Field research results

Guests' perception of hotel Corporate Social Responsibility



a large number of surveyed guests concerns on the hotels' contribution to unemployment issues

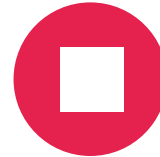


CSR initiatives relating to consumer's dimension and labor practices has direct impact to the guests' stay experience

# Field research results

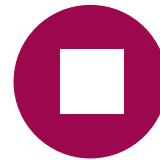
about the relationship between hotel CSR policies and guests' perception

Hypothesis	Results of testing
Hypothesis 1: The hotel CSR publicity has a positive impact on guest perception	Supported
Hypothesis 2: The hotel CSR employee policy has a positive impact on guest perception	Not supported
Hypothesis 3: The hotel CSR guest policy has a positive impact on guest perception	Not supported
Hypothesis 4: The hotel CSR environment policy has a positive impact on guest perception	Not supported
Hypothesis 5: The hotel CSR community policy has a positive impact on guest perception	Not supported
Hypothesis 6: The hotel CSR has a positive impact on guest perception	Supported
Hypothesis 7: Guests' satisfaction has a positive impact on their perception of CSR	Supported

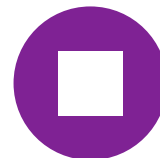


**Hotel CSR practices have a positive impact on guests' perception**

the effects of each dimension such as employees' issues, consumer rights, environmentally practices and community involvement on guests' perception have not been proved positively



**CSR publicity and guests' satisfaction have a significant impact on guests' perception**



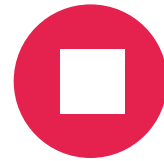
**36.5% of the variation in Guest Perception is explained by CSR publicity**



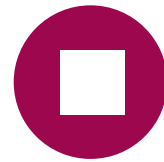
**hotel CSR practices and guests' satisfaction are 24.7% and 20.4%**

# Field research results

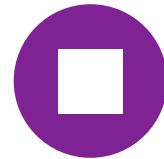
guest's perception of CSR affect to their purchase behavior



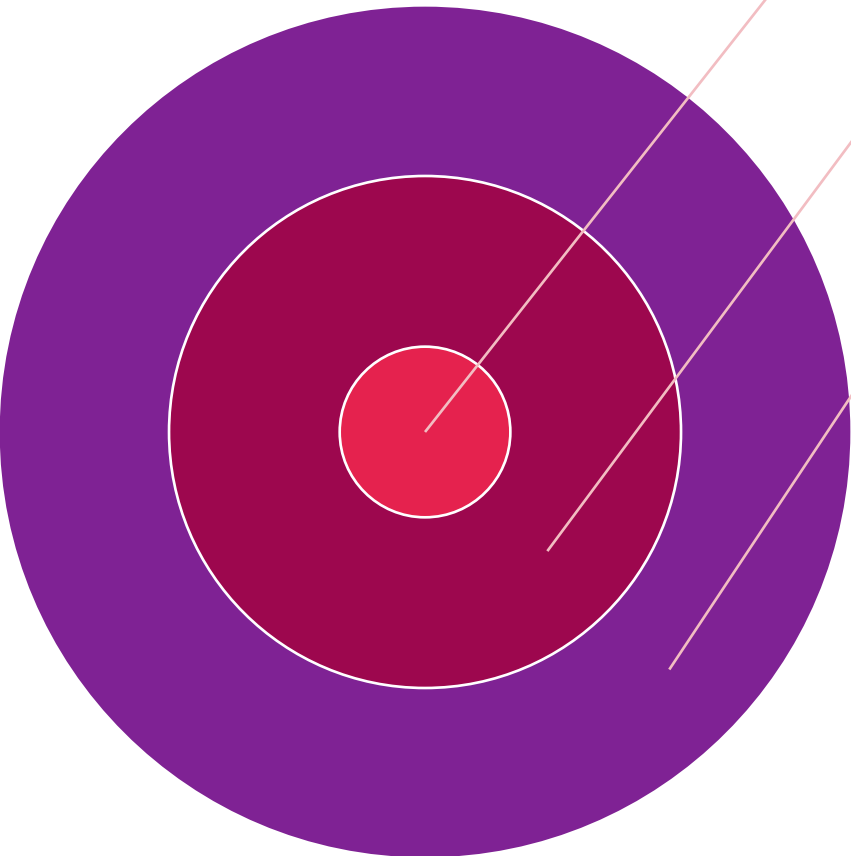
Hotel CSR policies



Locational convenience



Price



there is an increasing awareness of the Da Nang hotel guests about CSR

# Limits of research

The research is limited to access to the CSR policies of hotels.



The assessment of hotel CSR are not accomplished and representative for the whole region.



sampling error and non-response error may possibility occur.



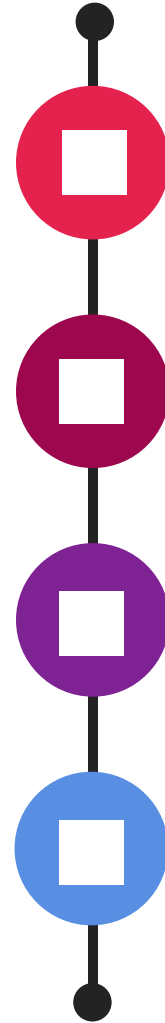
# Conclusion

Hotels' CSR have influence in the guests' perception

the international hotel groups have better CSR practices

Dimensions and factors of CSR are not fully concerned

increasing awareness for CSR and its importance





Thank You !