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CORPORATE SOCIAL RESPONSIBILITY AND HOSPITALITY INDUSTRY IN DANANG, VIETNAM

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THE BUSINESS SCHOOL OF UCLY

Dissertation

CORPORATE SOCIAL RESPPONSIBILITY AND
HOSPITALITY INDUSTRY IN DANANG,
VIETNAM

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International Business Administration

Vo Hong Dieu Phuoc

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Declaration

I declare that I have worked on my dissertation titled "Corporate Social Responsibility and Hospitality sector in Da Nang, Vietnam " by myself and I have used only the sources mentioned at the end of the thesis. To the best of my knowledge and belief, the dissertation contains no material previous published or written by another person except where due reference is made in the dissertation itself.

Corporate Social Responsibility and Hospitality sector in Da Nang, Vietnam

Abstract

As one of the most famous tourism destination in Vietnam, Da Nang city is paying more and more attention to the hospitality industry which impose a great influence to the economy, environment, social and cultural issues. Particularly, the Corporate Social Responsibility (CSR) and its application by the hotels in the area have received a great public concern especially after numerous issues such as pollution, biodiversity loss or waste disposal. However, the practices of CSR in Da Nang are mostly concerns by the famous and luxury hotels while the mid-scale and budgeted hotels which account for 80 percentages of total lodging supply have more attention in short-term profits than long term commitment in CSR.

By collecting data via survey, this paper examines the perception of hotel CSR policies under the guests' perspective in order to figures out the influences of guests' perception of CSR towards their purchase behaviour for lodging services in Da Nang. The data were analysed by SPSS 20.0 with descriptive statistics, reliability and validity analysis, exploratory factor analysis and Pearson correlation. The study found out that not all the related factors of CSR have been received enough attention from both hotel's managers and consumers' aspects though that these factors did have significant impacts on guest's perception for example, the consumers' rights, publicity of CSR or satisfactions of guests. Besides, despite that hotel CSR policies and practices tends to have a less impact on guests' purchase behaviour than the traditional decisive factors such as prices and locations, the increasing awareness of CSR and its importance among consumers have encouraged the hotel owners and managers improve their CSR strategy and practices to increase their image and positions in customers' mind.

Key words: Da Nang, Corporate Social Responsibility, hospitality industry, guest's perceptions, consumer behaviours, SPSS, survey.

Společenská Odpovědnost Firem a Pohostinství v Da Nang, Vietnam

Abstrakt

Jako jedna z nejnámějších turistických destinací ve Vietnamu, město Da Nang, věnuje stále více pozornosti na pohostinství, které způsobily obrovský vliv na ekonomiku, životní prostředí, sociální a kulturní záležitosti. Zejména Společenská Odpovědnost Firem (ang. Corporate Social Responsibility – CSR) a její aplikace hotelů v oblasti obdržely velký zájem veřejnosti, zejména po mnoha problémech, jako je znečištění, ztráta biologické rozmanitosti nebo likvidace odpadu. Nicméně, praktiky sociální odpovědnosti firem v Da Nang jsou zejména starostí známých a luxusních hotelů, zatímco středně velké a rozpočtované hotely, které představují 80 procent celkové nabídky, mají větší pozornost v krátkodobých ziscích než dlouhodobý závazek v oblasti sociální odpovědnosti firem.

Sběr dat prostřednictvím průzkumu zkoumá pohled hotelové politiky společenské odpovědnosti firem z pohledu hostů, za účelem zjistit vliv vnímání hosta na společenskou odpovědnost firem vůči jejich nákupnímu chování pro ubytování v Da Nang. Tato data byla analyzována pomocí SPSS 20.0 s popisnou statistikou, spolehlivostí a analýzou platnosti, analýzou průzkumných faktorů a korelací Pearson. Studie zjistila, že všem souvisejícím faktorům společenské odpovědnosti firem nebyla věnována dostatečná pozornost, jak manažerům hotelů, tak aspektům spotřebitelů, ačkoli tyto faktory měly významný dopad na vnímání hosta, například práva spotřebitelů, publicitu společenské odpovědnosti firem nebo spokojenost hostů. Mimo jiné, i přesto, že hotelové politiky a postupy v oblasti společenské odpovědnosti firem mají menší dopad na nákupní chování hostů než tradiční rozhodující faktory, jako jsou ceny a lokality, zvyšující se povědomí o společenské odpovědnosti firem a jeho významu u spotřebitelů povzbudilo vlastníky a manažery hotelů, aby zlepšili svou strategii a postupy v oblasti společenské odpovědnosti firem, aby zvýšili jejich dojmy a postoje v paměti zákazníků.

Klíčová slova: Da Nang, Společenská Odpovědnost Firem, pohostinství, vnímání hostů, spotřebitelské chování, SPSS, průzkum.

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List of abbreviations

CSR Corporate Social Responsibility

NGOs Non-Governmental Organisations

VCCI Vietnamese Chamber of Commerce and Industry

ISO International Organization for Standardization

SPSS Statistical Package for the Social Sciences

IHG Intercontinental Hotels Group

EFFAT European Federation of Food, Agriculture and Tourism

MICE Meetings, Incentives, Conferences and Events

VND Vietnamese Dong

ILRs Internal Labour Rules

CSD Centre for Sustainable Destinations

I. Introduction

The concept of Corporate Social Responsibility was introduced widely in Vietnam these recent years through international companies and NGOs such as Vietnamese Chamber of Commerce and Industry (VCCI). This concept can be simply defined as the 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). The issues of CSR have attracted the attention from the public, especially after a numerous of incidents such as environment damage, fair labour standards, health safety and etc. Hence, there are more and more companies apply CSR policies, especially those in hospitality sphere.

The hospitality industry is one of the most important industry which impose a great influence to the economy, environment, social and cultural issues. It is undeniable that the hotel sector has a significant contribution to the development of the economy, creating more jobs for local residents, upgrading infrastructures and enhancing cultural exchange. However, it is also the cause of numerous issues such as pollution, biodiversity loss, poor working conditions or waste disposal which pose a threat to the life of the local communities. Teresa (2006) highlighted the fact that sustainable development is getting attention from consumers, employees and investors as well as mass media, government and non-governmental organisations. Consequently, both local and foreign hotels start paying more attention to CSR.

Interested in the hospitality market in Da Nang city, one of the main tourism city in Viet Nam with the total supply of hotel industry is up to 426

hotels with numerous international brands such as Hyatt Regency, Novotel, Crowne Plaza, Mercure, InterContinental Danang Sun Peninsula Resort... this research aims at providing an insight into hotel CSR practices and its influences to the guests' perception as well as their behaviour.

Context of Topic I would like to clarify the meaning and practicing of corporate social responsibility in hotel sector with the case of Da Nang city, Vietnam. There is a growing awareness in corporate social responsibility issues, for instance, environmental pollution, employee rights and etc.... towards the hotel managers, tourists, other stakeholders and society. The thesis's aim is to get an in-depth knowledge in to hotel corporate social responsibility policies in Da Nang, then its' relationship and impact to the guest's perception.

Objectives The main objective of the research is to define hotel corporate social responsibility policies applied in hotels in Da Nang market and determine the correlation between hotel corporate social responsibility practices and guest's perception and behaviour.

Research question: Base on the two objectives, two following research question are given:

1. What are the effects of hotel corporate social responsibilities practices on guests' perception?
2. How does guests' perception of corporate social responsibility affect to their purchase behaviour?

Methodology:

In the research analysing of corporate social responsibility and impact of it on hotel industries, I chose Da Nang city- a popular tourist city in Vietnam as a

geographical region of the research and perform data collection by questionnaires distributed to guests who use accommodation services in this region. An online survey is conducted through the survey website Kwirsurveys (<https://kwirsurveys.com>).

Quantitative research methodology is applied to analyse guest's perception under the circumstance of CSR practicing in hospitality sector by using the data analyses software Statistical Package for the Social Sciences version 20.0 (SPSS). Further analyses are proceeded such as reliability analysis, exploratory factor analysis, computing variables and Pearson correlation to investigate of the impact of hotel CSR practices in Da Nang towards guest's perception.

Besides, qualitative research is performed to gain an understanding of how hotels in Da Nang practice CSR policies. The main sources of information are hotels' webpages, academic journal articles, and official statistic database of Da Nang tourism Department. An assessment of CSR initiatives in Da Nang hotels is performed to obtain an in-depth understanding of the awareness and concern of hotel management towards CSR practices.

Hypothesis of the research

In order to evaluate hotel CSR practices in Da Nang city and its influence on guest perception of the hotel expertise and their purchase decision, this paper tests the following hypothesis:

Hypothesis 1: The hotel CSR publicity has a positive impact on guest perception

Hypothesis 2: The hotel CSR employee policy has a positive impact on guest perception

Hypothesis 3: The hotel CSR guest policy has a positive impact on guest perception

Hypothesis 4: The hotel CSR environment policy has a positive impact on guest perception

Hypothesis 5: The hotel CSR community policy has a positive impact on guest perception

Hypothesis 6: The hotel CSR has a positive impact on guest perception

Hypothesis 7: Guests' satisfaction has a positive impact on their perception of CSR

Significance of the study

Although there is an increasing number of research in the field of hotel CSR, the knowledge of the connection between hotel CSR and guests' perception and behaviour is still vague, especially in the context of Da Nang hospitality market where there is presence of a lot of international hotel groups such as IHG, Accor, Marriott, Hilton and etc. This study contributes to clarify CSR practices in Da Nang hotels and then analyse the guests' perception towards the hotel CSR initiatives as well as study their behaviour under the influence of hotel CSR policies. As a results, managerial recommendations and marketing initiatives are given to hotel managers to help to promote the concept of corporate social responsibility

Limitation of the research

The research is limited to access to the CSR policies of hotels. This is mainly because hotels in Da Nang are lack of awareness of widely publishing their CSR practices especially internal CSR information such as labour practices,

consumer's issues, fair trade or organizational governance. Therefore, the assessment of hotel CSR are not accomplished and representative for the whole region. Besides that, due to the restrictive time and budget, the study questionnaire was only distributed through the internet and because of this convenience sampling approach, sampling error and non-response error may possibility occur.

II. Academic literature survey

This chapter is to structure the theoretical framework for the thesis, which is necessary to process a qualitative research and help to analyse data collected properly. The theoretical framework is comprised of three parts:

Part I/ Corporate Social Responsibility literature in general and in Hospitality industry.

Part II/ Consumer behaviour from the perspective of Hospitality service.

Part III/ Findings from previous research related to CSR and customer behaviour in hospitality industry.

2.1 An overview of Corporate Social Responsibility

2.1.1 Terminologies

Some important terminology refers to the study of Corporate Social should be mentioned, such as: Sustainable development, Triple bottom line, Business ethics. "Sustainable development" was initially alluded to by the Brundlant Commission in The World Commission on Environmental and development in 1987 (Marerwijk, 2001). It is defined as "a development in which present generation find ways to satisfy their needs without compromising the chances of future generations to satisfy their needs". According to World

Business Council (2000), CSR is considered to be an integral part of sustainable development, in other words, CSR is a method to promote business contributions to sustainable development by balancing economic interests, environmental needs and social expectations.

Triple Bottom line is considered as one of the foundation of CSR which derives from the model of sustainable development and is based on the balance of three dimensions: economics, ecology and ethics (Reichel, Oczyk 2011). This notion was initially mentioned by John Elkington in 1994 through an article in California Management Review and was latterly expanded and carefully researched in 1998 in a book Cannibals with Forks: the Triple Bottom Line of 21st Century Business (Gnap, 2012). In his turn, Elkington argued that companies should prepares three different bottom lines. The first one refers to profit and loss account, the second one measure a company’s “people account” such as how socially responsible an organization has been throughout its operations and the third one is about the company’s planet account which measure of how environmentally responsible the company has been (Hindle, 2008)

Figure 1 Three sphere of sustainability



Source: researchgate.net

As can be seen from the figure 2.1, business ethics is a part of social and economic sphere. Business ethics is explained by Kilcullen and Kooistra (1999) as “the degree of moral obligation that may be ascribed to corporation beyond simple obedience to the laws of the state”. When it comes to CSR and business ethics, it is very often being used interchangeably (Cacioppe et al., 2008; Fassin et al., 2011; Ferrell, 2004; Vogel, 1991). As an example, Carroll (1998) described CSR by divided it into four overlapping dimensions: economic, legal, ethical and philanthropic. Also, definition of CSR by World Business Council for Sustainable Development (1999) are referred as “ethical behaviour of a company towards society”. However, there is also a distinction between the two, CSR is about responsibility to all stakeholders and ethics is about morally correct behaviour.

2.1.2 Definition of CSR

According to Matten and Moon (2008), it is a hard job to define CSR because of at least three main reasons. Firstly, CSR is a concept that is changed differently under different contexts. Secondly, CSR overlaps with other business-society conceptions such as business ethics, sustainability, accountability. Lastly, CSR is a dynamic phenomenon which is always changing over time and adapting to the fast-moving business world.

Despite these difficulties a working definition for CSR is given for further research method: “CSR refers to the integration of an enterprise’s social, environmental, ethical and philanthropic responsibilities towards society into its operation; processes and core business strategy in cooperation with relevant stakeholders” (Rasche, Morsing and Moon, 2017).

In order to understand of CSR, Dahlsrud (2006) have researched various definitions of CSR from 37 different sources and individuals. These definitions are summarised in the table 2.1. Through this study, Dahlsrud came to the conclusion that five elements constitute diverse definitions of CSR comprise of voluntariness, stakeholder, social, environment and economic.

Table 1 Study of CSR definition (Dahlsrud, 2006)

Source of definition	CSR definition	Dimension
Jones, 1980 (as cited in Dahlsrud, 2006, p. 8)	“The notion that corporation have an obligation to constituents’ groups in society other than stockholders and beyond that prescribed by law or union contract, indicating that a stake may go beyond mere ownership.”	Voluntariness, stakeholder
Kilcullen and Kooistra, 1999 (as cited in Dahlsrud, 2006, p. 10)	“The degree of moral obligation that may be ascribed to corporations beyond simple obedience to the laws of the state.”	Voluntariness
Khoury et al. 1999 (as cited in Dahlsrud, 2006, p. 7)	“Overall relationship of the corporation with its stakeholders. This includes customers, employees, communities, owners/investors, government, suppliers, and competitors. Elements of social responsibility include investment in community area, employee relations, creation and maintenance of employment, environmental stewardship, and financial performance.	Stakeholder, social, environmental, economic success
European commission, 2001 (as cited in Dahlsrud, 2006, p. 7)	“A concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis.”	Voluntariness, stakeholder, social, environmental, economic
World Business Council for Sustainable Development, 2000 (as cited in	“The continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as the local	Voluntariness, stakeholder, social, economic

Dahlsrud, 2006, p. 7)	community and society at large.”	
Foran, 2001 (as cited in Dahlsrud, 2006, p. 10)	“Set of practices and behaviours that firms adopt towards their labour force, towards the environment, in which their operations are embedded, towards authority and civil society.”	Stakeholder, social, environmental

Source: Dahlsrud (2006, p. 6)

However, the most difficulty for business is not about defining CSR but to integrate CSR into their business strategy as part of ethical dimension. In order to do that, content of corporate responsibility should be studied carefully. Mikkila (2005) have analysed and briefed the content of corporate social responsibility with four main parts: Economic responsibility, environmental responsibility, social responsibility and organizational responsibility. The study of Mikkila (2005) can be viewed through the table 2.2, which can be used latterly for conducting CSR analyses.

Table 2 Content of Corporate Social Responsibility

Corporate Responsibility	Content
Economic Responsibility	
1. Technical dimension	“Raw material issues, quality throughout the production chain, efficiency, infrastructure, location of the industry, including transport and logistics.”
2. Financial dimension	“Profitability, demand, services produced, shareholder value, influence of environmental requirements on investments.”
3. Economic dimension	“Role of the industry, monetary policy, sustainable development, globalisation.”
Environmental responsibility	
1. Natural resource	“Renewability of raw materials, production and origin of raw materials, sustainability in the

dimension	natural resource management, beauty of the landscape, diversity of nature; land tenure and use, conservation, energy sources”
2. Industrial environmental dimension	“Solid waste, effluent, climate change, emission, noise, ecological efficiency, including recycling of materials and products, origin of products”
Social responsibility	
1. Employment dimension	“Health and safety at work, working conditions, permanence of work, internal communication, content of work, development and training, earned income”
2. Societal dimension	“Transparency, charity, reputation, public relationship, welfare, image, communication”
3. Cultural dimension	“Company culture, sustainability, cultural diversity”
4. Political dimension	“Political participation, national and international legislation, slavery, child labour, freedom of speech, participation in trade unions, democracy in local decision- making, regulations and agreements, discrimination, human rights”
Organizational responsibility	
1. Managerial/ Strategic dimension	“Selected strategies and policies, research and development, personal relationships, know-how, decision- making, management of operations”
2. Business ethical dimension	“Honesty in business, respect for national and local values and norms, morale and values of the company and its employees, ethical investment, application of global values”.

Source: Mikkila (2005, p. 10-11)

Another working definition of CSR is from ISO 26000 Working Group on Social Responsibility, Sydney, February 2007: “Social responsibility is the responsibility of an organisation for the impacts of its decisions and activities on society and the environment through transparent and ethical behaviour that is consistent with sustainable development and the welfare of society; takes into account the expectations of stakeholders; is in compliance with applicable law and consistent with international norms of behaviour; and its integrated throughout the organisation.”

These definitions show a very important aspect of CSR. It emphasizes that CSR is not only about philanthropy. A well-designed CSR goes around every corner of a corporation; affects the enterprise’s practices and business processes; and tightly connected to the business strategy.

Another definition of CSR is come from Geoffrey P. Lantos, he classified CSR as ethical, altruistic or strategic. Ethical CSR is based on laws, rights, and ethical responsibilities in order to avoid enterprises doing harms such as pollution, unfair labor practices, low quality goods. Laws and governmental policies will contribute to minimize ethical CSR problems (Lantos, 2002).

Altruistic CSR means that a firm helping to solve social problems and issues through fund raising. An act of altruistic CSR may not directly benefit the company, at least, the benefits to the business is not the main focus of the project. Lantos points out that altruistic CSR may be acceptable for private enterprises as long as it comes from the stockholder’s expense and not by placing the cost’s burden on the consumers or employees which collides upon ethical CSR.

Strategic CSR involves a carefully planned act of CSR that has a direct impact to the company and help it to achieve its strategic goals. Lantos found out that morale can be increased if employees involves in meaningful corporate activities such as charitable events because they can feel like they have contributed to the society as well as appreciate the fact that their employer cares enough about the community. Consequently, this act will help to decrease turnover index.

Society, economics and environment have a strong relationship. Forward thinking businesses should invest well on their CSR strategies. It's a win-win ideal for business, communities and the environment, therefore, business decisions and social policies must aligned for this to happen (Porter & Kramer, 2006)

The World Business Council for Sustainable Development has acknowledged the role of CSR in the contribution to sustainable economic development and pointed out elements and activities pertaining to CSR as below:

- Corporate governance and ethics;
- Health and safety;
- Environmental stewardship;
- Human rights
- Sustainable development
- Conditions of work
- Industrial relations;
- Community involvement, development and investment;

- Involvement of and respect for diverse cultures and disadvantaged peoples;
- Corporate philanthropy and employee volunteering
- Customer satisfaction and adherence to principles of fair competition;
- Anti-bribery and anti-corruption measures;
- Accountability, transparency and performance reporting;
- Supplier relations, for both domestic and international supply chains.

It is possible to say that CSR nowadays become a central management concern due to its' broad engagement of stakeholders: shareholders, employees, customers, communities, suppliers, governments and others affected by a company's business. Therefore, CSR have to be taken into concern proactively when it comes to make any decisions from managing risks to take business opportunities and etc.

2.1.2 CSR in hotel industry

The hospitality industry is an important field which bring a great influence to the economy, environment, social and cultural issues. It contributes to the development of the economy, solving unemployment issues, improving infrastructures and promoting cultural understanding. However, the hospitality industry also has negative impacts such as pollution, biodiversity loss or waste disposal which imposes an unsafely surroundings for the local communities. More and more pressures and efforts placed for the hotel management to address these issues

These days many hotels are getting aware of CSR because various stakeholders like government, employees, hotel guests and etc. have an increasing interest in the social, environmental and ethical performance of hotel industry. Teresa (2006) highlighted the fact that sustainable development is getting attention from consumers, employees and investors as well as mass media, government and non-governmental organisations. Bigne et al. (2000) pointed out that apart from hotel services and infrastructures, hotel management should take into account of the CSR initiatives to protect the personality and cultural identity of destinations, also the natural and human resources.

The initiatives for improving CSR in hospitality sectors has been set up and applied, for example, Green Hotels Association (2005) focus on policies related to water and energy saving, reduction of solid waste. Another example is compliance parameters concerning to equal opportunity, non-discrimination, health and safety, working conditions which is drafted by EFFAT (European Federation of Food, Agriculture and Tourism)

Bohdanowicz (2005) found out that implementation of CSR in hotel industry is effective when two requirements are met. First, environmental practice of the hotel has demonstrated cost savings. And second, customers' awareness must be raised for "green" alternatives.

A survey which conducted by PricewaterhouseCoopers about 14 of Europe's leading hotel brands on 11 keys components of CSR has showed that most hotels had developed some social and environmental policies. However, they has not really examined the connection between these polices with their business strategies and the overall hotel performance.

By applying content analysis approach to identify and describe patterns of CSR amongst the 10 leading hotel groups classified in Hotel magazine, Holcomb, Upchurch, and Okumus (2007) revealed that most of the hotel groups associated CSR practices with charitable activities. Besides that, while all of these hotel groups mentioned CSR in their company vision or mission statements, only six of them actually developed a diversity policy of CSR.

Lynn(2009) undertook a review of the articles through the Hospitality and Tourism Index published during a six-year span from 2002 to 2007 in order to review about hospitality CSR findings. He came to conclusion that CSR has been seen as an indispensable factor for long term success by all of the leading global hotel groups nowadays. They have started to apply CSR at a strategic level. Additionally, Lynn (2009) gave an argument that small and medium hotels also can benefit from CSR initiatives.

In their turn, Rodríguez, Alonso and Celemin (2013) highlighted that most hotel chains have focused on the application of CSR, especially in environmental dimension, as a way of accelerate sustainable services, cost reductions and approach new market segments.

According to Guiliani (2016) the hotel industry has to challenge itself in order to adapt with rapid social development, modern technology; green features and sustainability. CSR will be a great guideline for the hotels overcome these issues and achieve a better business' result. This is due to the reason that CSR encourage ideas exchange, systems thinking, support transparency in work culture, innovation, stakeholder engagement and consumer empowerment. In

order to succeed in business, human and environmental health should be considered at first.

2.2 Consumer behaviour from the perspective of Hospitality service.

2.2.1 Definition

a) Consumer Behaviour

It is necessary to begin the research by defining the key terms used. In order to understand the term “consumer behaviour”, it is useful to distinct between the term “consumers” and “customers”. Generally, “customer” is used to depict the person who makes a purchase; there is an element of exchange in this concept. Gabbott and Hoggm(1998) pointed out that on the term “customer”, it exists a simple economic relationship between a business and a buyer, i.e. that the relationship is based on monetary exchange. “Consumer’ is much wider term and it is not necessarily based on any form of financial exchange, for example, the consumption of hospital or military services, for which there is no direct financial exchange.

Another differentiation is that “customer” tends to focus on the individual who takes the purchase decision and “consumer” refers to a person who consumes the service. In hospitality environment, customer may not be the same person who directly uses the services.

Gabbott and Hogg (1998) realized that consumer refers to a higher level of behaviour, which then they suggested a definition of consumer behaviour as “A wide range of activities and behaviours, the processes involved when individuals or group select, purchase, use of, dispose of products, services, ideas

or experiences”. This definition is assessed as vagueness and limited practical use because it covers widely all aspects and relationships.

Horner and Swarbrook (1996) defined consumer behaviour as “the study of why people buy the product they do, and how they make the decision”. The problem of this definition is that it focused on the feature of exchange in the consumption which is limited to describe overall about “consumer” term as we discussed above. In order to avoid the element of exchange, Wilkie (1994) defined consumer behaviour as “the mental, emotional and physical activities that people engage in when selecting, purchasing, using, and disposing of products and services so as to satisfy needs and desires”.

The concept of consumer needs and wants continuously incorporated into definition of consumer behaviour by Solomon (1996), he defined it as “the process involved when individuals or groups select, purchase, use, or dispose of products, services, ideas or experiences to satisfy needs and wants”

b) Consumer perception

According to Kolter and Keller (2009), perception is the process by which we select, organize, and interpret information inputs to create a meaningful picture of the world. Perception plays an important role in actual consumer’s behaviour. It is also a concept applied to measure consumer’s satisfaction. Studying and understanding of consumer perception is of great importance in helping managing and monitoring business progress.

2.2.2 Consumer behaviour in hospitality industry

Consumer behaviour in the hospitality industry is widely studied because of its importance on marketing activities in order to promote hotels and increase

revenue. According to The American Marketing Association, consumer behaviour is defined as “the dynamic interaction of affect, cognition, behaviour and the environment by which human beings conduct the exchange aspect of their lives”. Most of the research of consumer behaviour in hospitality industry involve in the degree of changes of consumer behaviour under the influences of hotel products and services, marketing activities, brand comprehensions or personal characteristics of consumers. Vrechopoulos et al. (2004) highlighted the importance of commercial websites in shaping consumers’ attitude and behaviour. Prior studies of Montoya-Weiss et al. (2003) also testified that the ease of use of website influences the guest’s perceptions of quality of hotel products and services

Important factors of the hotel itself which affect guests’ behaviour composed of hotel products and services, location, quality, price and reputation. West et al. (1996) believed that perceptions of hotel attributes as the degree to which travellers find various services important and to the customers’ satisfaction. Juran (1999) emphasized that the customers’ perception of service quality as the characteristics of services which meet customer’s needs and necessities, thereby, providing customer satisfaction. Namasivayam and Hinkin (2003) also confirmed that service perceived is one of the key elements to accelerate guests’ satisfactions.

There is a rising importance of hotel branding in consumer’s perception nowadays. O’Neil and Belfrage (2005) claimed that brand is an intangible asset which takes up an importance part in consumer decision-making process when choosing a hotel. A prior study of Aaker (2000) also highlighted that brand

awareness play an important role in consumer perception, especially when their buying pattern is not defined. About location, Bull (1998) stressed that the location of hotel creates product differentiation in hospitality industry or the concept of “place-sensitive products”. Furthermore, other types of variables have impacts on consumer behaviour according to Lamb et al. (2002) composed of socio-demographic, behaviour characteristics, motivation and geographical factors.

In detail, when it comes to hospitality services, the consumers will evaluate characteristics of the products or services such as quality, price, facilities, location, reputation and etc. After that, they make a comparison of these attributes which give them more benefits or attention referring to their personal needs and preferences. And then they will select the one which bring them the highest net value.

To conclude, consumer behaviour is rational behaviour of the consumer toward products and services while buying. It is a mixture of psychological, social, economic and social anthropological situation and environment. Meanwhile, perception is the way consumers recognizes and interpret stimuli elements (Sitter, 2008). Munnukka (2008) revealed that perception is the first impression that consumer draw and interpret information to form a meaningful picture of the products and services which later explain why consumer perception influence the level of customer satisfaction and their buying and usage decision. In the prior research, Wuest et al. (1996) also concluded that perceptions of hotel attributes as the degree to which travellers find various services important and to the customer’s satisfaction.

2.3 CSR and customer behaviour in previous studies

Although there is increasing awareness of CSR study in hospitality field, few of them focus on the influence of CSR on consumer behaviour. As Lee & Qu (2011) indicated on their literature searches, most of CSR researches in hotel industry are about green marketing, sustainable development or employee satisfaction.

Gustin and Weaver (1994) were pioneers in study about consumer responses toward environmentally oriented lodging services. In their study, they used three variables (knowledge, attitudes and perceived self-efficacy) to measure consumer purchase intention. And they found out that these variables have a positive relation with consumer purchase intention. They came to a conclusion that hotel with environmentally friendly practices have a positive impact on consumer purchase intention, or it could be said that consumers are willing to pay a higher price for the hotel with green initiatives and practices.

In their turn, Heo and Lee (2009) undertook their empirical research amongst 32 hotels and 43 restaurants in the U.S. to investigate about the relationship between corporate social responsibility and firm value for US hotels and restaurants with the mediating effect of customer satisfaction. Their finding revealed that customer satisfaction does not have a role of mediator between the two factors due to its low significance in a path regression analysis. However, they did notice that positive CSR application of hospitality field bring a positive effect on corporate performance and consumer satisfaction.

Researchers (Han, Hsu & Sheu, 2010; Han & Kim, 2010) were interested in applying the Theory of Planned Behaviour (TPB) developed from the Theory

of Multi-attribute Attitudes and Theory of Reasoned Action by Fishbein and Ajzen (1975) to assess the process of customer's decision making in choosing green hotels. Through their studies, they found out that purchase decision of green hotel customers has not depended on their views of environmental protection. In contrast, the studies on consumer purchase behaviour undertaken by Kang, Stein, Heo and Leo (2011) showed that guest's concern on environmental issues have a significant importance on their purchase decision, indeed, consumers with higher awareness of environmentally friendly practices would pay more for hotel with green initiatives and the same happens to those who want to stay in Luxury or upscale hotels while budget travellers were not willing to pay a premium price for that. However, the authors admitted that their findings would vary in different contexts, different locations where level of disposable incomes, spare time and other elements have different values.

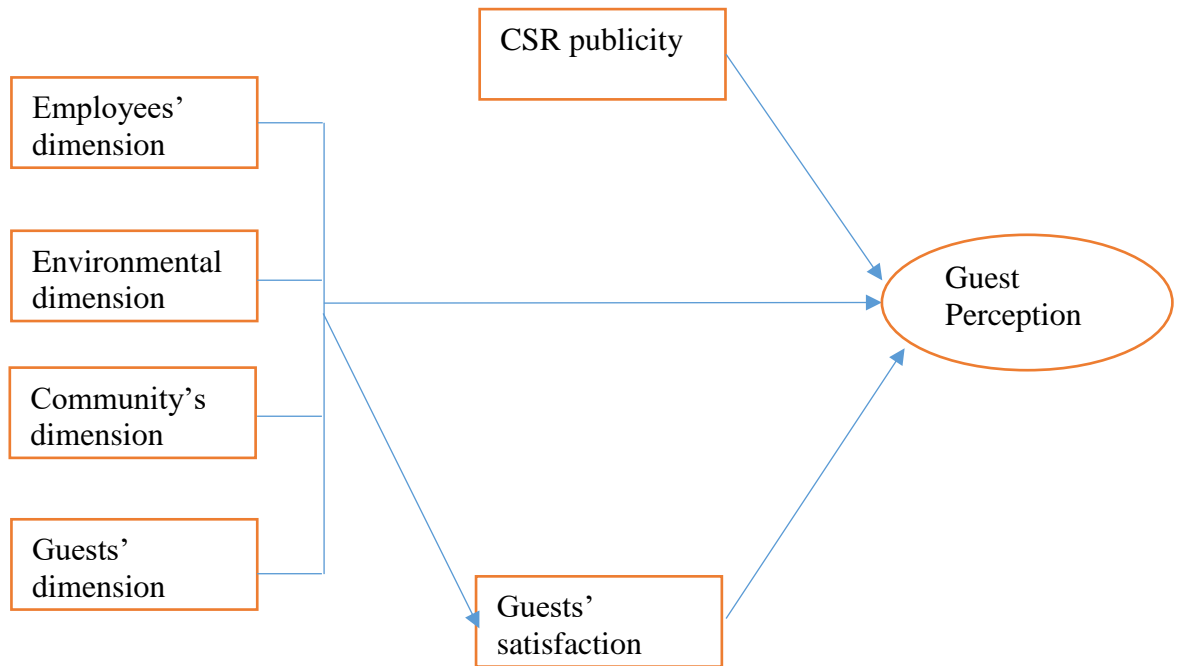
Taking together these papers extended our knowledge and highlighted areas for further research. Therefore, in my paper I would like to focus on hotel corporate social responsibility policies in Da Nang city and its' relationship and impact to the guest's behaviour.

III. Research hypothesis

Based on the research questions and literature review of corporate social responsibility and consumer behaviour in hospitality industry, this thesis proposes a research model which is shown in Figure 2. The proposed research model consists of three components, antecedents, moderating variables and outcomes. Antecedents consist of two dimensions, hotel CSR policies which have four sub dimensions, and customer perceived hotel CSR publicity.

Mediators is customer satisfaction and the resultant factor is customer perception, and is the variable that the research model seeks to forecast.

Figure 2 Model of Hotel CSR and Guest Perception



These following hypotheses are developed for empirical testing in order to study hotel CSR practices in Da Nang city and its influence on guest perception of the hotel expertise and their purchase decision.

Hypothesis 1: The hotel CSR publicity has a positive impact on guest perception

Hypothesis 2: The hotel CSR employee policy has a positive impact on guest perception

Hypothesis 3: The hotel CSR guest policy has a positive impact on guest perception

Hypothesis 4: The hotel CSR environment policy has a positive impact on guest perception

Hypothesis 5: The hotel CSR community policy has a positive impact on guest perception

Hypothesis 6: The hotel CSR has a positive impact on guest perception

Hypothesis 7: Guests' satisfaction has a positive impact on their perception of CSR

IV. Preliminary questionnaire

Part 1: About yourself

1. What is your gender? Male Female
2. How old are you? 18-25 26-35 36-50 51-64 Over 65
3. What is your marital status?
 Single Married with no children
 Married with children others
4. How much is your income? (USD)
 Under 200 200- 500 500- 1000
 1000- 1500 1500- 2000 Over 2000
5. What is your occupation?
 student company staff self-employed

 retired Others
6. What is your highest education?
 High school graduate Bachelor's degree
 Graduate or professional degree Other

Part 2: About your general experience of hospitality service

7. Have you stayed in hotels in Da Nang city?
 Yes No
(If the answer is Yes, Please continue to finish the questions number 9-12)
8. What is the main purpose of your stays in Da Nang?
 Travelling Business/ Conferences
 Visiting friends/ family Others
9. Which is the rating of hotel that you usually choose ?

- 4-5 star-hotels 3 star-hotels 1-2 star-hotels

10. Why do you choose this hotel?

- Price Brand preferences
 Services quality Location

11. Have you ever heard of Corporate Social Responsibility in hospitality industry?

- Yes No

12. Please list three words of Corporate Social Responsibility that come to your mind?

- A _____ B _____ C _____

13. How do you know about a hotel's CSR policies?

- Past stays experience Hotel websites
 Newspaper Word of mouth

Part 3: CSR and guest's perception of Hotel Service

With reference to your own last hotel stay in Da Nang city, please indicate to what extent that you agree with the following statement.

①= Strongly disagree ②= Somewhat disagree ③= Neither agree nor disagree
 ④= Somewhat agree ⑤= Strong agree

14. The hotel employees get reasonable salaries and welfare
 ① ② ③ ④ ⑤
15. The hotel employees have a safe and healthy working-environment
 ① ② ③ ④ ⑤
16. The hotel employees are encouraged to develop their skills and careers
 ① ② ③ ④ ⑤
17. The hotel uses natural local products
 ① ② ③ ④ ⑤
18. The hotel applied green initiatives such as recycling and waste reduction
 ① ② ③ ④ ⑤
19. The hotel promotes energy conservation and water conservation
 ① ② ③ ④ ⑤
20. The hotel offer jobs for local community
 ① ② ③ ④ ⑤

21. The hotel supports local charities through sponsoring events, financial donations or voluntary services.
- ① ② ③ ④ ⑤
22. The hotel is responsive to customers' complaints
- ① ② ③ ④ ⑤
23. Consumer rights are respected
- ① ② ③ ④ ⑤
24. The quality of hotel's services and products are tightly controlled to assure guests' satisfaction
- ① ② ③ ④ ⑤
25. Employees showed high levels of professionalism
- ① ② ③ ④ ⑤
26. Overall, I am satisfied with my stay at this hotel
- ① ② ③ ④ ⑤
27. Corporate Social Responsibility initiative are popularized widely through hotel's websites
- ① ② ③ ④ ⑤
28. I often read news about hotel CSR through the mass media
- ① ② ③ ④ ⑤
29. CSR practice is an important factor in choosing a hotel
- ① ② ③ ④ ⑤
30. CSR practice is more favourable element than prices in choosing a hotel
- ① ② ③ ④ ⑤
31. CSR practice is more important element than locational convenience in choosing a hotel
- ① ② ③ ④ ⑤

V/ Context Analysis Da Nang

5.1 General Information on Da Nang

Da Nang is the fourth largest city in Vietnam after Ho Chi Minh city and Ha Noi in relate to urbanization and economic development. It is also one of the major port cities besides Ho Chi Minh city, Ha Noi and Hai Phong.

Da Nang is the biggest city and also the major commercial and educational center in Central Vietnam. It is situated near to several UNESCO World Heritage Sites such as the Imperial City of Hue, the Old Town of Hoi An and the My Son ruins, which make Da Nang an ideal destination for tourists.

Total area of Da Nang is 1,285.4 km² and the population as data statistics of 2016 is 1,346,876 people which recorded Da Nang the fifth most populated city in Vietnam. About climate, Da Nang has a tropical monsoon climate with two main season: a typhoon and wet season from September to March and a dry season from April to August. Temperatures are typically high, with an average of 25.6 °C, peak up in June and August with daily average from 33 to 34°C and lowest between December and February from 24 to 25°C. This warm sunny weather throughout the year create an ideal condition for swimming in the sea and playing water sports which contribute to the development of sea tourism in Da Nang

5.2 Brief history of Da Nang

The origin of Da Nang date back in 192 AD, when the ancient kingdom of Champa was prosperous. It was a part of the Champa Kingdom and played an important part in Vietnamese history.

In 1858, Da Nang was colonised by the French and considered as one of Indochina's five major cities along with Ha Noi, Sai Gon, Hai Phong and Hue. Because of its special historic geography, French archaeologists founded the Cham Museum in Da Nang city since 1936 which storages the finest collection of Champa Kingdom-era art. Located about 70 kilometres west of Da Nang is My Son, the former capital of the Champa Kingdom, where a number of ruined

temples and towers can be found. My Son is acknowledged by UNESCO as a World Heritage Site and considered to be the Angkor of Vietnam.

In the 1950s, Da Nang is well-known for its part in the Vietnam War. It became one of the major American airbase. After the South of Vietnam was liberated in 1975, Da Nang embarked on resolving the consequences of war, stabilizing the people's life and recovering and building the city.

5.3 Tourism in Da Nang : Key figures of Da Nang Tourism, Main tourism type

5.3.1 Main attractions

For tourism attractions, Da Nang is well-known for the gorgeous white sand beach named East Sea. In 2005, Forbes Magazine; the famous magazine of the U.S. ranked My Khe Beach in Da Nang as one of the six most attractive beaches in the world. In 2010, another notable newspaper, the Sunday Herald Sun from Australia, listed My Khe Beach in the Top 10 best beaches in Asia.

Photo 1 Sunset on My Khe Beach



photo: panoramio.com

With the location in the middle of Central Vietnam, Da Nang is blessed with ideal geographical features. Da Nang faces the sea and backs up to the mountains. The advantage of the city is seaside tourism and mountain and forest discovery tourism. Marble Mountains is another one of Da Nang's most popular

attractions. It consists of five marble and limestone mountains not far from the beach, named after five elements of the ancient oriental philosophy: metal, wood, water, fire and earth. These mountains comprise a complicated system of natural and beautiful caves and tunnels.

Photo 2 Marble Mountains



Marble Mountains – photo: aprotravel.com

Another famous landscape of Da Nang is Ba Na mountain which was discovered by French explorers in 1901. It is far about 50 meters from the west of the city central. With the height of 1.487 meters above sea level, Ba Na have pleasant weather throughout four seasons in year, the average temperature in the summer is around 18 degrees Celsius. It is best-known as an eco- tourism in Da Nang.

Photo 3 Ba Na Hills cable cars



Ba Na Hills cable cars- photo: tourism.danang.vn

Photo 4 Son Tra Peninsula



Son Tra Peninsula – Photo: tourism.danang.vn

Last but not least, Son Tra Peninsula, it is crowned by the Son Tra mountain, also called Monkey mountain by the American soldiers during the Vietnam war. Son Tra Peninsula is 10km far from the city centre to the North-east and is 693m high above sea level. It acts as a barrier protecting the city from storms coming from the sea. Son Tra is a natural preservation area and put under the national protected forest regulation. The Peninsula is well-known for its plentiful plants and fauna as well as the attractive scenery, there still remain more than 30km² of natural forests, nearly 300 types of plants and several hundred kinds of fauna, including rare animal.

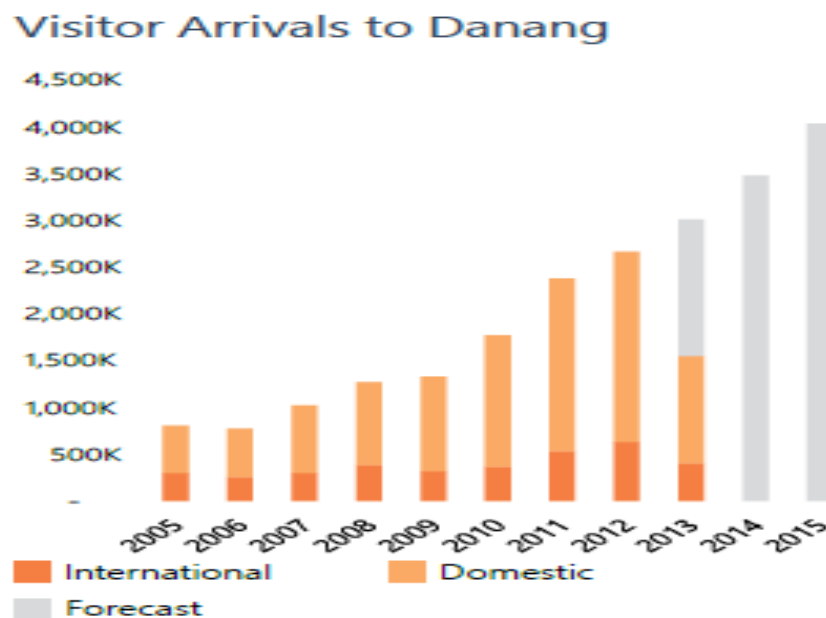
5.3.2 Key figures of Da Nang Tourism

Although most of industries experiences difficulties from the economic downturn, the tourism and hospitality industry in Da Nang still presents a positive growth in the number of foreign and domestic tourists. According to Ministry of Culture, Sport and Tourism and Department of Tourism statistics, visitor arrivals have increased in 2007 with annual growth rate of 16.1%. In 2012, the total number of tourist's arrivals in Da Nang was up to 2.7 millions

with the gradual growth rate of 16.4%. In 2014, Da Nang hosted 4 million tourists, including 1 million foreigners. The city has been ranked sixth in the world's 10 most improved cities that tourists should pay a visit in 2015 by the website "The Richest". Contributing to the increase were the Da Nang International Fireworks Competition 2013, the inauguration of key infrastructure projects, the launching of new international air routes connecting the city to many countries worldwide, and the improvement of the tourism environment in Da Nang.

Arrivals are expected to continue to grow by an average of 14.5% per year and reach 8 million by 2020. The expansion and upgrade of international direct flights to Da Nang from China, Korea, Hong Kong, Macau, Singapore, Siem Riep ... have facilitated the development of tourism in Da Nang city.

Figure 3 Visitor arrivals to Da Nang

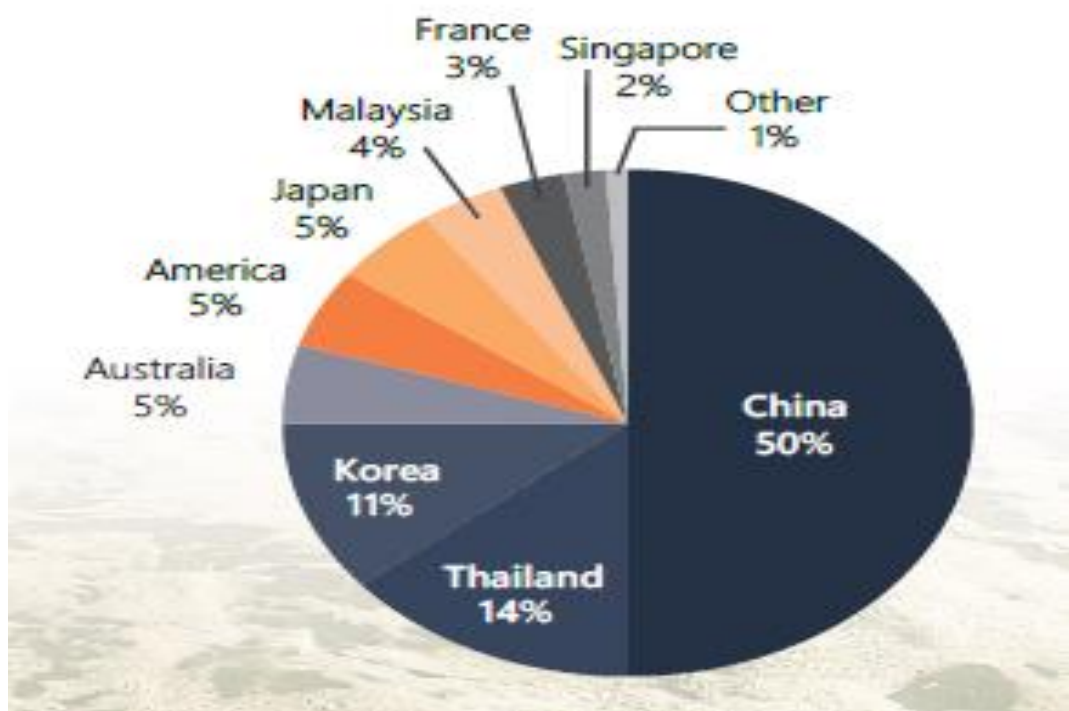


Source: Ministry of Culture, Sport and Tourism and Department of Tourism (Alternaty, 2013)

As can be seen on the Figure 5.2, half of international tourists came from China, this is due to the fact that China is geographically close to Vietnam and

there are a lot of direct flights from China to Da Nang. Besides that, the Crowne Plaza Casino in Da Nang city is considered as one of the most ideal destination for Chinese tourists, in fact, it attracts a large number of Chinese gaming guests on chartered flights. With the new direct route from Seoul, the percentage of Korean arrivals to Da Nang in 2014 increase significantly to 93 percent compared to that in 2013 (CBRE, 2015). It is normal to witness a large group of Korean tourists in famous attractions in Da Nang in recent times. According to Alternative Real Estate Company Limited (2013), the Russian market dominates in other coastal city such as Nha Trang and Mui Ne, however, they are soon to get to know about Da Nang and make the presence here as more direct flights become available.

Figure 4 International Arrivals to Da Nang by Country of Origin



Source: Ministry of Culture, Sport and Tourism and Department of Tourism (Alternaty, 2013)

5.3.3 Main types of tourism

Da Nang has many advantages in terms of nature, geographical situation and infrastructure for the development and diversification of tourism development. Main types of tourism in Da Nang are sea tourism, MICE (Meetings, Incentives, Conferences and Events), cultural tourism, ecotourism and cruise ship tourism.

With the deep-water seaport, cruise ship tourism flourish in these recent years. According to statistics of Da Nang Tourism Department, Da Nang welcomed 58 cruises with about 81,000 guests in 2016 which increased 3.6 times compared to 2015. Cruises ship companies such as Royal Caribbean, Star Cruises, Henna, SuperStar Gemini, Costa Victoria... become popular in Da Nang seaport and contribute to the cruise ship tourism market here. Most of cruise tourists are from Europe, America, Australia and China.

Da Nang offers a numerous shopping and entertainment facilities with high standard to serve an increasing number of international and domestic tourists, including theatres, shopping malls, discotheques, casinos and etc. The International Firework Competition is hold every two year is one of the most famous events in Da Nang which attracts a large figure of tourists from everywhere in the world.

Cultural tourism sites like the Marble Mountains, Ling Ung Pagoda, Dong Dinh Museum and the Museum of Cham Sculpture are of great importance in Da Nang's tourism programme. Furthermore, Da Nang serves as tourism gateway to the nearby UNESCO World Heritage Sites of Hue in the North and Hoi An/ My Son in the South. The city administration is paying attention in the restoring and

embellishing of historic cultural sites to attract tourists. Besides that, cultural events are focused such as Yinchuan festival, summer festival or International Parachute Competition.

In terms of sea tourism, with the gorgeous white sand beaches and beautiful East Sea, Da Nang is ideal destination for this tourism type. The beach areas have always been kept clean and worthy of being recognized by Forbes Magazine as one of the 6 most beautiful beaches in the Planet in 2005. The city offers various sea tourism products such as sea sports (canoe, paragliding, water motorbike, diving, etc), fishermen's festival and numerous of outdoor live concerts to attract tourists. Many events are held throughout the summer season to advertise about sea tourism, including Beach games, Sand Sculpture contest, Performance of art kites or Paragliding contest. Besides that, tourists are easy to find a lot of stalls of tourism products, souvenirs around the East Sea Park. Along the 90 km of coast line, there are various four and five-star beach hotels, resorts and luxury hotels which offer the guests full ability of enjoying their vacation.

About Ecotourism, the popular most popular eco-tourism site in Da Nang will be the Son Tra Peninsula. The city strengthens and maintains projects of conserving and protecting coastal ecosystem and aquatic resources such as coral reefs and sea grasses along the Son Tra Peninsula. Son Tra Peninsula is the shelter of nearly 300 red-shanked douc langurs which are declared endangered by the International Union for the Conservation of Nature (IUCN) in 2013. One of the popular tours in this time is to contemplate a breath-taking sunset panorama and a bird's eye view of Son Tra peninsula from 600m above sea level. This destination attracts 10,000 tourists visiting every month according to Da Nang

Tourism Department. Another ideal places for Ecotourism in Da Nang are Hoa Phu Thanh Waterfalls, Flower Spring, Golden Sands Beach and etc.

The previous years, developing MICE tourism was focused mainly in the big city like Ha Noi and Ho Chi Minh. Tour operators in Ho Chi Minh City usually picked nearby coastal city such as Nha Trang or Vung Tau, meanwhile tour operators in Hanoi chosed its neighbouring landscapes. In this recent time, the popular choice for MICE is belong to Da Nang as Da Nang locates between these two economic, cultural centres. Besides that, Da Nang has favourable conditions for MICE tourism, including modern infrastructure facilities, sea port, numerous cultural and natural sights. It is forecast that Da Nang will become a favour destination for MICE tourism in the near future with its strengths of sea travel, infrastructure and especially the determination of the provincial investment. In particular, with the honour of hosting regional and international events such as ASEAN meetings, APEC 2017, Da Nang has great opportunity to advertise its' image to the world and attracts foreign investment as well as accelerate MICE tourism.

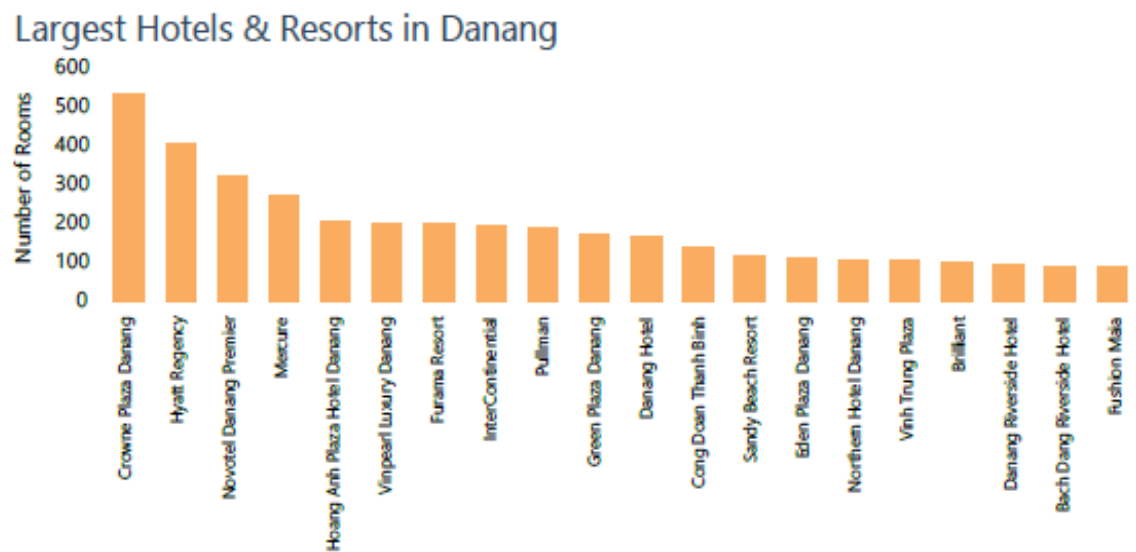
5.4 Hospitality industry in Da Nang

According to the statistics from Da Nang Tourism Department, till September 2014 (latest available data) the total supply of hospitality industry is 426 hotels with 15,465 rooms. One-star to Two-star hotels accounts 83.3% and are the major type of hotels in Da Nang. These hotels are not considered as being of international standard. And the proportion of international standard hotels is only 16.7 %, which are categorised as three to five-star hotels, including Hyatt Regency, Vinpearl, Furama, Pullman, InterContinental Danang Sun Peninsula

Resort, Novotel, Crowne Plaza, Mercure and etc. International hotel management corporations are present in Da Nang comprises of Accor, Hyatt, IHG and Marriott.

There is a trend that international hotel groups start to expand their market share in the Da Nang hospitality market. Wyndham Hotel Group will initially enter with Soleil Complex in 2018. Absolute Hotel Service (AHS) will also be present in Da Nang with Eastin Grand Resort. Major upcoming hospitality projects include Crowne Plaza Phase 2, Hilton Danang Hotel, and Four Points by Sheraton. Other prestigious brands such as Accor Hotel Group, Marriot Hotels, Hyatt Hotel Group and InterContinental continue expanding their businesses in the city.

Figure 5 Largest Hotels & Resorts in Da Nang



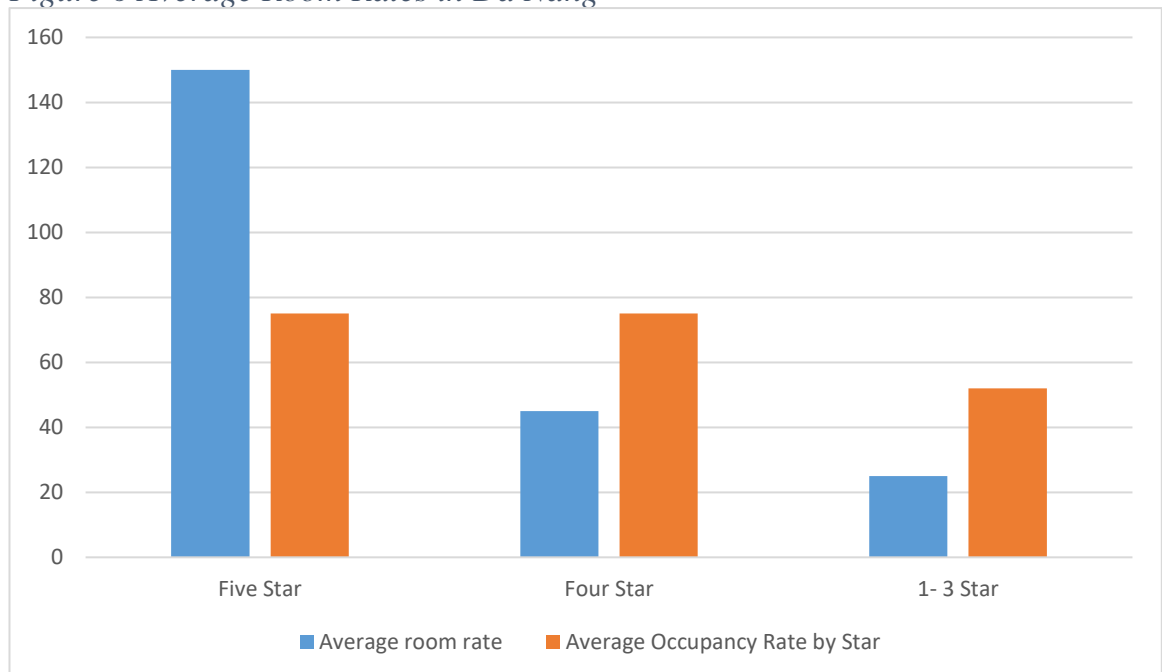
Source: Alternative Real Estate Company Limited (Alternaty, 2013)

According to Alternaty, one to three stars hotels dominated the hospitality market, the average room rate is ranging from 15 to 35 USD per night. Midscale hotels were setting room rates at around \$45 per night and had so far succeeded in justifying a contained price premium over local products.

However, rates remain far below that of the resort segment. Local beachside resorts and particularly internationally managed and high end boutique resorts were achieving average room rates in the range of \$140 per night with the lowest being below \$110, for the newly opened or newly rebranded properties with the upper level being \$170 - \$180 for the more established names. Rates typically fall by 20-25 per cent in the low season.

The upscale hotels have high average occupancy rate about 75 percent while the average occupancy rate at one to three star properties has a lower value, around 52 percent. This is properly because of the excessive supply of small and medium hotels in Da Nang this current time, along with that the service standard of these lodging is assessed not meet the expectation of international and domestic visitors.

Figure 6 Average Room Rates in Da Nang

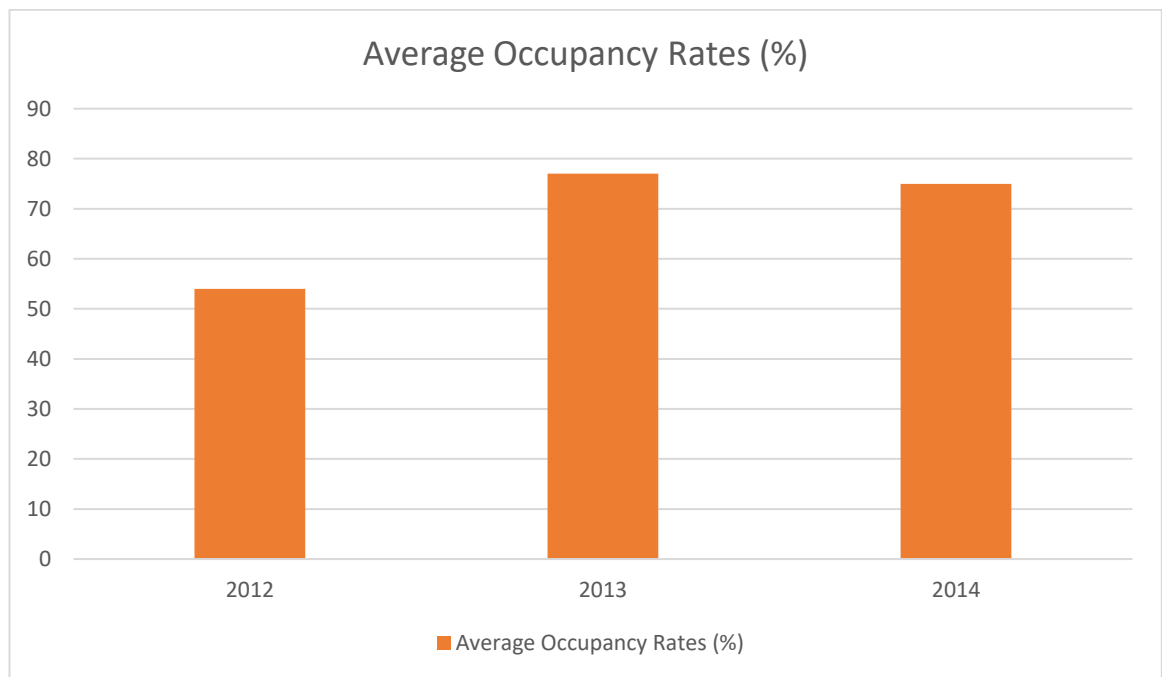


Source: Alternative Real Estate Company Limited (Alternaty, 2013)

The summer vacation in Vietnam starts from May to August which is also the warmest months and high season for tourism in Da Nang for domestic

tourists. International tourists tend to visit during the months from December to February because top source tourist market are from China, Korea, Japan, Russia and Europe, then Da Nang is ideal place for them to avoid their brutal winter months.

Figure 7 Average Occupancy Rate of hotel industry in Da Nang



Source: Grant Thornton (2015)

In 2014, there was an increase of 22.6% in total number of visitors (international and domestic tourists) visiting Da Nang compared with 2013 with a total of 3.8 million. However, the annual Occupancy rates shown a decline of 3%. This probably is the result of the new upscale hotels which came to market in 2014.

5.5 CSR in Vietnam

The Vietnamese government has encouraged CSR reporting among Vietnamese companies. These encouragements are presented in forms of regulations of the cooperation with international organization; non-government organizations and multinational companies; However, there is no regulation or

law regarding publicising of sustainability reports (International Finance Corporation, 2013). Most international enterprises implement CSR programs and the awareness of CSR is increasing amongst domestic companies. However; the implement of CSR is mostly available at the largest Vietnamese firms.

According to Vu (2013a), the CSR disclosure are relatively news issues in Vietnam. In reality, the information of CSR activities of Vietnamese listed companies such as community investment, environmental responsibility, employee responsibility is not available for investors. However, keeping up with the global trend, most of Vietnamese enterprises included their CSR disclosure into the annual reports. The Vietnam Business Forum (VCCI), which is the Vietnam Chamber of Commerce, conducts CSR training and has a web page related to the improvement of CSR: <http://www.csr-vietnam.eu/>. Besides that, there is a sustainability report award was created by the Stock Investment Journal and Dragon Capital and Ho Chi Minh Stock Exchange to honour and motivate Vietnamese companies to engage more to CSR disclosure.

5.5.1 Legal framework in employment regulation

Vietnam labour law system is being modification in order to be in line with international standard under integration trends. There are two main laws, Vietnamese Labour Code and Social Insurance Law.

Vietnamese Labour Code regulates right and basic regulation at workplace while Social Insurance Law regulates right and duty about social insurance schemes for labourer and unemployment insurance.

a. Minimum wage

A monthly minimum wage has been announced by Vietnam's National Wage Council across the country. From January, 2017 the workers must receive the minimum salary between VND 2.60 million (US\$116) to VND 3.75 million (US\$166).

Enterprises will pay salaries based on the structure of above minimum wage and if employees under through training sections, they are eligible for at least minimum wage plus 7%

b. International Labor Rules

If the firm has 10 or more employees, it has to apply Internal Labour Rules (ILRs). The ILRs contain following issues: working hours and rest breaks; company rules and discipline; work safety and hygiene; Conduct which is in breach of labor rules and penalties imposed for those breaches, and responsibility for damages

c. Trade Union

Trade unions are responsible for monitor compliance with labour regulation. The right to form a trade union is belong to employees. Any company, public or private, is required to fund for trade union with rate of 2% of the payroll.

d. Social, health and unemployment insurance

Employees with work contract for at least three months are eligible to social insurance and medical insurance. And an employee who has a work contract of indefinite term or from 12 to 36 months is obliged to unemployment insurance regime. For employees who has a work contract

less than three months, social and medical insurance are included in their salary.

5.5.2 Legal framework in environment regulation

Vietnam's Law on Environmental Protection is considered as legal framework that any domestic or foreign firms invest in Vietnam has to comply with. The law specifies that foreign investors are compulsory to prepare an Environmental Impact Assessment Report or an Environmental Protection Undertaking for their projects. Violation will result in penalties or withdrawal of the investment certificate. Also, incentives are provided to those bringing technological innovation to limit pollution.

5.6 Hotel CSR practices in Da Nang

5.6.1 A Websites comparative study

In order to understand the hotel CSR practices in Da Nang, a study was carried by the researcher through analysing the websites of major high-end hotels and resorts. There are 17 hotels and resorts selected with ranking from 4 to 5 star. Half of these hotels are managed by international management groups such as Accor Hotels, IHG and Marriott. The others are managed by Vietnam's national hotel groups such as Muong Thanh, Furama, VinGroup.

The findings of this study are categorized in the Table 5.1, from the table it can be seen that whether the hotels have CSR related news releases on its official website. The second element is the visibility of CSR on website was also assessed. Lastly, the language of CSR communication on

hotel pages was checked to verify the local and international significance of CSR practices.

Table 3 A websites comparative of CSR practices

Name of hotels and resorts	Category	Number of guestrooms	CSR related news releases	Home Page Visibility of CSR	Language of CSR News
Hyatt Regency Da Nang Resort	5 stars	200	Yes	No	English
Centara Sandy Beach Resort	4 stars	198	No	No	None
Vinpearl Luxury Da Nang Resort	5 stars	200	Yes	No	Vietnamese
Olalani Resort and Condominiums	equivalent to 4 stars	197	No	No	None
Crowne Plaza Da Nang	5 stars	535	No	No	None
Fusion Maia Resort	5 stars	87	No	No	None
Intercontinental Resort	5 stars	197	Yes	No	English
Furama Resort	5 stars	198	Yes	No	English
Son Tra Resort & Spa	equivalent to 5 stars	48	No	No	None
Holiday Beach Hotel	equivalent to 4 stars	118	No	No	None
Muong Thanh Hotel	equivalent to 4 stars	370	No	No	None
Pullman Da Nang Beach Resort	5 stars	186	Yes	No	English
Novotel Danang Premier	4 stars	186	Yes	No	English
Premier Village Da Nang Resort	equivalent to 5 stars	448	Yes	No	English
Grand Mercure	4 stars	198	Yes	No	English
Mercure BaNa Hills French Village	4 stars	494	Yes	No	Vietnamese/English
Sheraton Da Nang Resort	5 stars	258	Yes	No	Vietnamese

From the table, we can see that while most of international hotel groups have established and update their media modules regularly with CSR related news, Vietnam's national hotel management groups seems lack of attention in providing their CSR practices on hotels' website. Besides that, the CSR practices of surveyed hotels could only be found in the secondary or even tertiary pages by clicking on links like "News" or "About Us", which means that the home page visibility of CSR information is zero.

Most of the CSR news are available in English, with only exception of Mercure BaNa Hills French Village and Sheraton Da Nang Resort, it does show that other hotels are paying less attention regard to the significance of CSR practices towards local Vietnam tourists.

5.6.2 CSR practices from international hotel management corporations

In the hospitality market at Da Nang, there are presence of international hotel groups such as IHG with Crowne Plaza and Intercontinental Sun Peninsula Resort; Accor with Pullman Beach Resort, Novotel Premier, Premier Village Resort, Grand Mercure and Mercure Ba Na Hills French Village; Marriott with Sheraton Da Nang Resort. In this part, a study of CSR policies and initiatives in these international hotel groups will be examined in order to better understand about CSR practices in their owned and managed properties at Da Nang's hospitality market.

1) InterContinental Hotels Group CSR

Employee Initiatives The company's key strategy is to focus on its talented people, hence, building the four pillars such as developing a brand hearted culture, making IHG a great place to work, delivering world-class people tools to

its owners and building a strong leadership team. The company runs several projects to incentivise employees and improve loyalty and staff retention rates, including:

People Tools: this scheme helps with recruitment, training and recognition of good practice, which is initially available in all of their properties across the world.

The Leadership Academy: launched in 2010 for members of the Leaders Lounge, and serves as an online community that shares ideas and best practice techniques.

Employer Brand Book: IHG wants to communicate the story of the company as it evolves to become a 'BrandHearted' business, by producing an Employer Brand Book. The book captures all of the changes and developments as they take place.

Expansion of the IHG Academy to over 250 programmes globally to date; an increase of over 100 during the 2012 year, involving over 160 hotels across 37 countries. It also launched the IHG Academy website, which includes an IHG Academy toolkit. Over 10,000 people have benefitted from the IHG Academy since it was established in 2006. 2013-2017 target is to provide skills and improved employability to 20,000 people via IHG Academy.

Environmental Sustainability: Green Engage is an online sustainability tool which allows cost savings as well as reducing the hotels' environmental impact. The system allows hotels to track, measure and report on their energy, waste and

water. IHG plans to continue to roll out Green Engage to owned and managed hotels and expand into the franchised properties.

Sustainable communities: IHG Academy is a public private partnership between IHG hotels and either a local community or education establishment that provides local people with skills development and employment opportunities with IHG.

2) AccorHotels CSR

AccorHotels has been a proponent of sustainability for more than two decades. As part of its commitment to making sustainability a core element of its mission, the company has engaged in numerous initiatives to ensure that sustainability is a part of everything it does. Two of these initiatives have been especially important in the management of hotels: ISO 14001 certification and AccorHotels's own Charter 21 management system.

ISO 14001 certification Established by the International Organization for Standardization (ISO)—whose members are national standards institutes drawn from a wide range of sectors across industry and services—ISO 14001 is an internationally recognized standard for environmental management systems (EMS). The standard addresses the way organizations:

- Minimize their activities' harmful effects on the environment
- Achieve continuous improvement in their environmental performance

In the past 10 years, AccorHotels's Ibis and Novotel brands opted to formalize their environmental commitment by obtaining ISO 14001 certification, thereby benefiting from the international recognition this certification affords. To help hotels obtain certification, AccorHotels set up an environmental management

system that includes a set of procedures, methods and documents that enable them to meet the requirements of the ISO 14001 standard. Implementation of the environmental management system is monitored by annual internal audits, and ongoing compliance with ISO 14001 requirements is verified by an accredited independent organization through yearly external audits of a sample of hotels.

Charter 21 A Management Tool For Hotels Progress toward meeting the PLANET 21 program's objectives is driven by Charter 21, AccorHotels's internal system for managing hotels' sustainable development performance. It recommends 65 actions hotels can take to reduce their environmental footprint and, since 2011, also includes social responsibility initiatives such as staff training on sustainable development or the use of eco-labelled products. Common to all hotels, Charter 21 is above all a management tool for the hotel operator, the country organization, the brand and the Group as a whole. It comprises five sections:

- Management, with 12 actions including “Train employees in environmentally friendly practices” and “Be active in protecting children from abuse”;
- Energy, with 18 actions including “Have a central light switch in guest rooms” and “Use energy-efficient boilers”;
- Water, with 12 actions including “Install low regulators in showers and faucets” and “Use a water- efficient laundry service”;
- Waste, with 13 actions including “Recycle hotel batteries” and “Recycle electrical and electronic equipment”;

- Products, with 10 actions including “Offer balanced dishes in the hotel restaurant” and “Use eco- designed materials in guest rooms”

Charter 21 also provides a framework for a gradual deployment of these actions, with a four-level performance rating system that recognizes increasing progress: Bronze (corresponding to basic prerequisites), Silver, Gold and Platinum (signifying the most advanced hotels). The system is cumulative, in that a hotel must be validated at each level before it can move on to the next.

3) Marriott CSR

Serve Our World is one of Marriott’s core values and guides their business, support local communities and work to protect the environment. Marriott state to share their progress and look forward to launching their latest generation of environmental and social sustainability goals in the near future.

Sustainability Efforts The company’s sustainability practices are widespread and substantial. In 2007, the company developed the Marriott Environmental Public Policy Statement and in its sustainability reports for the years of 2009 through 2012, Marriott cited accomplishments in the areas of immigration and integration, global diversity and inclusion, ethics and human rights, poverty alleviation, disaster relief efforts, vitality of children, the environment (energy, water, waste, carbon), green buildings, the supply chain, educating and inspiring associates and guests, and the ‘Spirit to Preserve’ - Juma Reserve and Nobility of Nature projects (Marriott International, Inc., 2009; 2010; 2012). In 2009 alone, the company celebrated its 10-year anniversary of the Women’s Leadership Development Initiative, commemorated the 20-year anniversary of its formal programs to promote diversity and inclusion, expanded its portfolio of LEED-

certified buildings to include more than 85 hotels and its global headquarters (Matthews, 2011), and was awarded the World Travel and Tourism Council (WTTC) ‘Tourism for Tomorrow Award for Sustainability’ (Marriott International, Inc., 2009).

It has continued to receive recognition for its sustainability efforts, including being chosen as one of the world’s best companies for working women in 2012 (Working Mother, 2012), being ranked the top large hotel chain in terms of its sustainable business practices for three consecutive years (Climate Counts, 2012), and earning the 2013 Work-Life Seal of Distinction from the World at Work’s Alliance for Work-Life Progress (AWLP) (Marriott News Center, 2013b). In addition, it has been repeatedly recognised as one of the best companies to work for by FORTUNE magazine and as one of the most environmentally friendly large companies in the U.S. by Newsweek magazine (Marriott News Center, 2013a)

5.6.3 Hotel CSR best practices in Da Nang

1) Mercure BaNa Hills French Village’s practices (Accor Hotels)

As part of the commitment to Accor Hotels sustainable development Planet 21 program, The Mercure French Village, led by General Manager Shane Edwards, introduced a series of events designed to enhance corporate social responsibilities.

Soap For Hope Showcase on Bana Hills

On 5th August, partnering with the Sealed Air Group, Mercure Bana Hills French Village launched the Soap For Hope program, aiming to reduce waste and improve the lives of impoverished families. This event

promoted how discarded soap can be recycled and how recycled products can raise money for charity. Soap For Hope at Mercure attracted hundreds of travellers who were visiting Bana Hills, with many of those actively helping in the process to recycle soap.

The first green Café Planet 21 in Vietnam

The Mercure Bana Hills French Village has inaugurated the country's first environmentally-friendly café dedicated to Accorhotels' Planet 21 program. The interior is decorated with recycled objects and scrap that would traditionally be thrown away.

As well, the cafe showcases the wonderful eco-fashion clothes designed by the hotel's housekeeping team. Using out-dated room amenities, such as old sheets, towels and even shampoo bottles, the team produces wearables with the aim to raise environmental awareness.

Refreshing and healthy wellness juices made from seasonal organic fruits are on offer and the entire food and beverage menu was designed to deliver one of Planet 21 commitments, that is, of promoting healthy eating and drinking.

Mercure Sponsored Danang International Marathon 2016

As part of the ongoing commitment to health and well-being, the hotel was delighted to sponsor a key sport event in the region – The Danang International Marathon 2016. Held on 6th August, the hotel took part as a nutrition sponsor and distributed 2,000 organic bananas to the athletes. The hotel also gave away various accommodation prizes for the lucky

draw. 15 staff participated in the competition, running in the different heats of 5, 10 and 21 kilometers.

2) Intercontinental Resort Da Nang Sun Peninsula Resort's practices (InterContinental Hotel Groups)

InterContinental Hotels & Resorts state that they have a responsibility to respect the nature, heritage and communities that the hotels reside in and is pleased to be working in partnership with National Geographic Center for Sustainable Destinations.

Created by the Research, Conservation, and Exploration Division of National Geographic Mission Programs, Center for Sustainable Destinations (CSD) programs are dedicated to protecting the world's distinctive places through wisely managed tourism and enlightened destination stewardship.

The core strategy for achieving this mission is geotourism, defined as tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents. To further this mission, National Geographic departments— Maps, Traveller, Digital Media, Advertising, and several others—collaborate on CSD projects and programs with allied organizations, both global and local.

By engaging tourism bureaus, governments, travel companies, tourism specialists, conservation and preservation groups—along with residents and travellers themselves—these collaborative projects help develop and disseminate information that promotes a sustainable, beneficial approach

3) Furama Resort Danang's practices

Over 20 years of development, Furama Resort Danang has always tried its utmost to maintain the leading status in Vietnam's market of luxurious beach resorts, owing to the resort's efforts to improve management and diversify services, especially culinary services in order to meet various demands of tourists.

Along with interest generation, contributing to the national budget as well as supporting the economic growth, Furama Resort Danang is well known for its great contributions to society through a number of programs such as Tet traditional culinary events, support programs for children at Danang's SOS village, a program of "Go Green @ Fabulous Furama", aimed at encouraging guests to contribute more to a green living and better environment.

4) Vinpearl Luxury Da Nang Resort

Vinpearl Luxury Da Nang Resort is one of the hotels positively takes part in the Earth Hour Event. In this event, the guests are encouraged to turn-off electric lights and offered unlimited services at Writer Bar up to a budget of 27 USD for a person. Public areas in the hotels such as restaurants, main halls, bar counters ... uses candles to light up instead of electronic bulbs. Besides that, Vinpearl Luxury Da Nang promotes the campaign of planting trees along the coast with the aims of protecting and greening the environment

5) Sheraton Da Nang Resorts (Marriott)

According to Frank Bochmann, General Manager of Sheraton Da Nang Resort "At Marriott Corporation, human beings are put on top, it is believed that activities or events towards community connects people together". For this

reason, Sheraton Da Nang resorts take part in many meaningful events such as blood donation, for example, in 27th May 2017, Sheraton's staff participated in blood donation event hold at the campus of Foreign Language University, partnering with Local Red Cross Organization.

6) Hyatt Regency Da Nang Resort

Hyatt Regency Danang supported the Aspen Institute's Agent Orange in Vietnam Fund, which helps bring training, education and rehabilitation services to 235 Vietnamese children and young people living with disabilities in the Cam Le area of Da Nang.

7) Pullman Da Nang Beach Resort

The hotel's staff are encouraged to join the Keep Vietnam Clean and Green organization in garbage collecting activity in an effort to raise public awareness of environmental protection. In addition, the hotel also calls for staff members and in-house guests to classify garbage, especially recycled waste. The recycling bins will be put at restaurants of the hotel to remind staff and guests of this activity.

Besides, Pullman shows a strong commitment to using locally-manufactured fresh food to ensure customers' health. In addition, the hotel is planning to launch a Detox Brunch which is aimed for a healthy life by using organic green food on every Sunday. One of the major targets set by the hotel this year is to actively participate in community development activities.

5.6.4 Assessment of Hotel CSR practice in Da Nang

a. ISO 26000 Guidance on Social responsibility

ISO 26000 is a guidance document of voluntary international standard on social responsibility. It aims to assist private as well as public organization in sustainable development. ISO 26000 contains seven core dimensions of social responsibility: organizational governance, human rights, labour practices, the environment, fair operating practices, consumer issues and community involvement and development. Through practicing ISO 26000, organization can contribute to the health and welfare of society by operating in a socially responsible, ethical and transparent way.

Figure 8 Seven core subjects



Source: onquality.info

Table 4 Core subjects and issues covered

Core Subject	Issue Covered
Organizational Governance	<ul style="list-style-type: none"> Decision making system to put into practice the

	principles of social responsibility.
Human Rights	<ul style="list-style-type: none"> • Due diligence • Human rights risk situations • Avoidance of complicity • Resolving grievances • Discrimination and vulnerable groups • Civil and politics rights • Economic, social and cultural rights • Fundamental principles and rights at Work
Labour Practices	<ul style="list-style-type: none"> • Employment and Employment relationships • Conditions of work and social protection • Social dialogue • Health and Safety at work • Human development and training in the workplace
Environment	<ul style="list-style-type: none"> • Prevention of pollution • Sustainable resource use • Climate change mitigation and adaptation • Protection of the environment, biodiversity and restoration of natural habitats
Fair Operating Practices	<ul style="list-style-type: none"> • Anti-Corruption • Responsible political involvement • Fair Competition • Promoting social responsibility through the value chain • Respect for property rights
Consumer Issues	<ul style="list-style-type: none"> • Fair marketing, factual and unbiased information and fair contractual practices • Protecting consumers' health and safety • Sustainable consumption • Consumer service, support, and complaint and dispute resolution • Consumer data protection and privacy • Access to essential services • Education and awareness
Community involvement and development	<ul style="list-style-type: none"> • Community involvement • Education and culture • Employment creation and skills development • Technology development and access • Wealth and income creation • Health • Social investment

Source: intracen.org

Organizational governance is the decision making system in pursuit of social responsibility, including accountability, transparency, ethical behaviour and etc.

Human rights comprise of two parts. The first one is about civil and political rights and the second part concerns of economic, social and cultural rights such as the right to education, right to social security, right to work and so on.

Labor Practices refers to all policies and practices of the organization such as recruitment, promotion of workers, training and skills advancement; health, safety and industrial hygiene; policy about work conditions; remuneration policy and etc.

Environmental Responsibility concerns about issues of pollution, use of natural resources, climate changes, biodiversity and natural habitats. In the recent times; many organization engages in environmentally and socially responsible actions.

Fair Operating Practices relates to the way an organization utilise its connection with others to promote positive outcomes, including connections between organizations and government as well as between organizations and their partners; suppliers; contractors; customers and so on. Issues covered by ISO 26000 about this subject includes anti-corruption; responsibility for political involvement; fair competition; respect for property rights.

Consumer issues such as fair marketing practices, health and safety protection, dispute resolution and redress, data and privacy protection, access to essential products, services and education

Community involvement and Development are about contribution of organizations to their communities such as support for civil institutions, promotion of culture and education; job creation, provision of access to modern technology

b. Assessment of Hotel CSR practice in Da Nang with ISO 26000

In this section, an assessment of hotel CSR practices in Da Nang was carrying on by comparing the hotel CSR policies with the seven core subjects of ISO 26000. The seven hotels are chosen for the evaluation: Mercure Bana Hills French Village, Intercontinental Resort Da Nang Sun peninsula Resort, Furama Resort Da Nang, Vinpearl Luxury Da Nang, Sheraton Da Nang resort, Hyatt Regency and Pullman Da Nang Beach Resort. There are two criteria for choosing these hotels. Firstly, they are luxury and famous hotel in Da Nang which applies practical CSR policies in their operation, and as present in the part 5.6.3, these are the hotels with best CSR practices in Da Nang base on the availability of CSR information collected from the websites as well as other source of information. Secondly, majority of hotels in Da Nang are one-star and two-star hotels accounts for 83.3%. These hotels are considered as being of poor standard of quality and services incorporate with the low rate and are often run by family businesses or small domestic firms. Therefore, CSR policies are not presence in these small hotels.

Table 5 CSR assessment of Hotels

	Organizational governance	Human rights	Labour practices	The environment	Fair operating practices	Consumer issues	Community involvement
Mercure BaNa French Village	No available information	No available information	No available information	Yes_ Café Planet 21, Soap For Hope	No available information	No available information	Yes_ Danang International Marathon 2016
Intercontinental Resort Da Nang Sun Peninsula	No available information	No available information	No available information	Yes- Center for Sustainable Destinati	No available information	No available information	Yes- Center for Sustainable Destinati

Resort				ons			ons
Furama Resort Danang	No available informatio n	No availab le informatio n	No availab le informatio n	Yes- Go Green @ Fabulou s Furama	No availab le informatio n	No available informatio n	Yes- Tet tradition al culinary events
Vinpearl Luxury Da Nang	No available informatio n	No availab le informatio n	No availab le informatio n	Yes- Earth Hour Event; Tree planting	No availab le informatio n	No available informatio n	No available informatio n
Sheraton Da Nang Resorts	No available informatio n	No availab le informatio n	No availab le informatio n	No available informatio n	No availab le informatio n	No available informatio n	Yes- Blood donation
Hyatt Regency Da Nang	No available informatio n	No availab le informatio n	No availab le informatio n	No available informatio n	No availab le informatio n	No available informatio n	Yes- Aspen Institute' s Agent Orange
Pullman Da Nang Beach Resort	No available informatio n	No availab le informatio n	No availab le informatio n	Yes- Keep Vietnam Clean and Green organiza tion	No availab le informatio n	Yes- using locally- manufac tured fresh food to ensure custome rs' health	Yes- using locally- manufac tured fresh food to ensure custome rs' health

Source: Researcher

From the research of CSR information of these listed hotels, Table of CSR assessment is created. As can be seen that, hotels in Da Nang only promote strongly about their CSR policies in the dimension of environmentally responsibility and community responsibility while other five subjects of CSR: organizational governance, human rights, labour practices, fair operating practices and consumer issues are not paid attention to. It can be explained that these hotels ignore the other factors due to the lack awareness of the importance of them or simply they have not published these issues to outsiders.

VI/ The Quantitative stage of the research

In this part, the explanation of survey questionnaire will be presented such as implicit test of the validity of the questionnaire, the sample's characteristics and the main descriptive statistics for the scales items. Also the testing for the reliability of the scales are proceeded.

The questionnaire includes four parts. The first part refers to general demographic information about the respondent and their hotel stay experience in Da Nang, which comprises questions like main purpose of stays, type of hotels, main reasons for choosing a hotel.

The second section is about the informants' general knowledge of CSR, which includes questions such as main features about CSR that comes to their mind, sources for hotel CSR.

The third part of the questionnaires are to assess respondent's attitudes towards five dimension of CSR policies of the hotel where they stayed in Da Nang for the last time. These dimensions comprise of employee's rights,

environmental responsibility, community responsibility, hotel's service quality and guest satisfactions.

The last section is to examine about elements affect respondents' purchase decision. According to Ramasamy & Yeung (2009). It has been years that guest's purchase decision is affected by traditional criteria such as price, quality or loyalty program but in this recent time CSR begins to influence the guest's behaviour although the degree of these influences varies greatly in different economic and cultural settings. This thesis aims to discover this mechanism in a context of Da Nang's hospitality market, by presenting questions like "CSR practice is more favourable element than prices in choosing a hotel" or "CSR practice is more important element than locational convenience in choosing a hotel"

6.1 Pilot test

Before initiating the main field work, researcher proceeded a pilot test by administrating the questionnaire to a small sample of 5 people who have travelled in Da Nang this recent time. After receiving the answers and contributions from respondents, researcher made some modifications and corrections with the questionnaires to enhance the clarity such as changing the order of the questions reasonably, vocabulary checking. The questionnaire is developed in English language.

6.2 Data collection and input

With the aim of discovering how the hotel guests assess the CSR policy of Da Nang's hospitality market, and how this perception would influence their purchase decision, the main sample of the survey are guests who stayed in hotels located in Da Nang.

An online survey is conducted through the survey website Kwirsurveys (<https://kwiksurveys.com>). A total of 115 valid questionnaires were completed. These data is inputted to SPSS for further analysis using reliability analysis, exploratory factor analysis, and regression analysis.

6.3 Descriptive analysis of socio-demographic characteristics

This part presents a description of the sample of the survey. From the table 4.1 and 4.2 we can have a comprehensive look at the characteristics of surveyed sample. 62.6 percent of respondents are female and 37.4 percent of them are male. The main age group is from 26 to 35 years old (72.2%), followed by the age group (18-25 years old, 22.6%). The older age groups only account for a small percentage. From this data, we can see that the proportion of young tourists in Da Nang is more significant the older one.

Table 6 Frequency table Gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	72	62,6	62,6	62,6
	Male	43	37,4	37,4	100,0
	Total	115	100,0	100,0	

Table 7 Frequency table Age

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	26	22,6	22,6	22,6
	26-35	83	72,2	72,2	94,8
	36-50	2	1,7	1,7	96,5
	51-64	2	1,7	1,7	98,3
	Over 65	2	1,7	1,7	100,0
	Total	115	100,0	100,0	

Table 8 Frequency table Marital Status

Marital Status				
	Frequency	Percent	Valid Percent	Cumulative Percent
	Single	80	69,6	69,6
	Married with no children	11	9,6	79,1
Valid	Married with children	20	17,4	96,5
	others	4	3,5	100,0
	Total	115	100,0	100,0

About marital status, as shown in the table 4.3, 69.6 percent of the respondents are single. Only 27 percent of the respondents are married, among them 17.4 percent have children. The reason that this question is added because this thesis assumes that travellers with children may have different awareness of hotel CSR compared to singles adults or couples without children.

Table 9 Frequency table Income

Income				
	Frequency	Percent	Valid Percent	Cumulative Percent
	Under 200	13	11,3	11,3
	200-500	62	53,9	65,2
	500-1000	18	15,7	80,9
Valid	1000-1500	3	2,6	83,5
	1500-2000	3	2,6	86,1
	Over 2000	16	13,9	100,0
	Total	115	100,0	100,0

The table 4.4 shows that the majority of people surveyed (53.9%) has monthly income from 200-500 USD. The percentage of people who has income ranging under 200, 500-1000 and over 200 fairly uniform account for 11.3, 15.7 and 13.9% respectively. The number of people who has income from 1000-1500 and 1500-2000 are not significant.

About occupation and education, most respondents have high education, 59.1% for bachelor's degree holders and 23.5% for people with higher education. We can assume that young educated generation in Vietnam tend to travel more often in Da Nang. Most of surveyed people are company employees (71.3%), followed by 11.3% of students. The proportion of self-employed, retired and others groups in the sample are insignificant.

Table 10 Frequency table Occupation

		Occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	13	11,3	11,3	11,3
	Company Staff	82	71,3	71,3	82,6
	Self-employed	7	6,1	6,1	88,7
	retired	5	4,3	4,3	93,0
	Others	8	7,0	7,0	100,0
	Total	115	100,0	100,0	

Table 11 Frequency table Education

		Education			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school graduate	11	9,6	9,6	9,6
	Bachelor's degree	68	59,1	59,1	68,7
	Master degree or higher professional certificate	27	23,5	23,5	92,2
	Others	9	7,8	7,8	100,0
	Total	115	100,0	100,0	

6.4 Descriptive analysis of general hotel stay

According to the data analysis by using descriptive statistics through SPSS, the research collects the figures such as among 115 respondents, although all of them have travelled to Da Nang, there are about 90 people (78.3 %) have

actually experienced hotel accommodation in Da Nang. Main reasons of their stays in Da Nang is travelling (38.3%), others (17.4%), visiting friends/family (11.3%) and Business/conferences (9.6%). Most people choose midscale hotels or 3 star hotels for their stay (40%), following with luxury hotels (22.6%) and budget hotels (13.9%). With the last two questions of main stay purpose and type of hotel, there are 23.5% of surveyed people did not give the responds. This is probably they have not experienced hotel accommodation in Da Nang as mentioned above.

About main reasons for choosing a hotel, as can be seen from the table 4.7, traditional elements such as price, service quality, location play important role in choosing a hotel (42,6%; 43,5% and 32,2%) while brand preference is not quite a crucial factor. Others reason for choosing a hotel are specified by respondents are hotel design, spa facilities and choices from travel agencies.

Table 12 Main reasons for choosing a hotel

Main reasons for choosing a hotel is price

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	49	42,6	42,6	42,6
No	66	57,4	57,4	100,0
Total	115	100,0	100,0	

Main reasons for choosing a hotel is Service Quality

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	50	43,5	43,5	43,5
No	65	56,5	56,5	100,0
Total	115	100,0	100,0	

Main reasons for choosing a hotel is location

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	37	32,2	32,2	32,2
Valid No	78	67,8	67,8	100,0
Total	115	100,0	100,0	

Main reasons for choosing a hotel is Brand preferences

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	10	8,7	8,7	8,7
Valid No	105	91,3	91,3	100,0
Total	115	100,0	100,0	

Main reasons for choosing a hotel is others

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	3	2,6	2,6	2,6
Valid No	112	97,4	97,4	100,0
Total	115	100,0	100,0	

6.5 Descriptive analysis of CSR general knowledge

From the data collected from the questions number 11, 12 and 13 “Have you heard of Corporate Social Responsibility in hospitality industry”; “List three words of CSR that you have in your mind” and “How do you know about hotel CSR policies”, an overview of CSR general knowledge from the surveyed sample can be drawn out. Only 33% of respondents have heard about hotel CSR, 42,6% of them have not heard of hotel CSR and there was a proportion of 24,3 % of surveyed sample did not give the answer to this question. And they describe CSR with key words such as environmental, community, company culture, sustainability, fair trade, transparency, social activities, charity... About sources of knowledge of hotel CSR, as can be seen from the table 4.8, most of respondents agreed that they have known of CSR through newspaper (37.4%), followed with the equal percentage of agreement on CSR sources for hotel websites and word of mouth (30.4%). Source of CSR form past stay experience account of 27.8% ranks as the third place and lastly it is from others sources such as school and this survey as indicated by respondents.

Table 13 Sources of knowledge of Hotel CSR

Sources of Knowledge of Hotel CSR is from past stays experience

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	32	27,8	27,8	27,8
No	83	72,2	72,2	100,0
Total	115	100,0	100,0	

Sources of Knowledge of Hotel CSR is from hotel websites

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	35	30,4	30,4	30,4
Valid No	80	69,6	69,6	100,0
Total	115	100,0	100,0	

Sources of Knowledge of Hotel CSR is from newspaper

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	43	37,4	37,4	37,4
Valid No	72	62,6	62,6	100,0
Total	115	100,0	100,0	

Sources of Knowledge of Hotel CSR is from word of mouth

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	35	30,4	30,4	30,4
Valid No	80	69,6	69,6	100,0
Total	115	100,0	100,0	

Sources of Knowledge of Hotel CSR is from others

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	3	2,6	2,6	2,6
Valid No	112	97,4	97,4	100,0
Total	115	100,0	100,0	

6.5 Descriptive Statistics for the attitudinal items

Table below describes descriptive features of attitudinal statements referring about Hotel CSR practices, and is showed in descending order of mean scores. The number of valid questionnaires are 87.

Table 14 Descriptive Statistics for Attitudinal Items

	N	Mean	Std. Deviation
The hotel offer jobs for local community	87	3,84	1,022
The hotel is responsive to customers complaints	87	3,79	,929
The quality of hotel services and products are tightly controlled to assure guest satisfaction	87	3,69	,919
The hotel employees are encouraged to develop their skills and careers	87	3,68	,856
The hotel employees have a safe and healthy working-environment	87	3,67	,911
Overall, I am satisfied with my stay at this hotel	87	3,67	,831
Employees showed high levels of professionalism	87	3,60	,754
Consumer rights are respected	87	3,59	,843
The hotel use natural local products	87	3,36	1,045
The hotel employees get reasonable salaries and welfare	87	3,34	,833
The hotel promote energy conservation and water conservation	87	3,33	1,042
The hotel applied green initiatives such as recycling and waste reduction	87	3,30	1,101
The hotel supports local charities through sponsoring events, financial donations or voluntary services	87	3,29	,999
Valid N (listwise)	87		

It can be seen that the score is highest for item “The hotel offer jobs for local community”, presenting the concern of hotel guests toward issues of employment. This is probably because unemployment is one of the hottest issues in Vietnam nowadays then people are expecting international hotels or hotels contribute to resolve this problem. The rates also tend to be higher for the items related to consumer’s and employees’ dimensions of CSR policies as well as items describing hotel expertise which latterly results in guest’s satisfaction such as “The hotel is responsive to customer’s complaints”, “Consumer rights are respected”, “The hotel employees are encouraged to develop their skills and careers”, “The hotel employees have safe and healthy working-environment”, “The quality of hotel services and products are tightly controlled to assure guest satisfaction” and “Overall, I am satisfied with my stay at this hotel”. From that we can see that the hotel’s guests in Da Nang hotels highly concerned of CSR practices in consumer, employees’ dimensions while items relating to environmental policies are scored lower. An explanation for that could be the application of environmental solution in hotels are not directly observed or experienced by the hotel’s guests than the others two subjects: consumer’s right and employees’ responsibility.

The thesis aims to analysing the influences of CSR perception of hotel guests to their purchases behaviour, the two others scales are of significance to address this question, including CSR publicity towards guests and determinants of hotel choices between location, price and CSR application.

Table 15 Assessment of hotel CSR publicity

	N	Mean	Std. Deviation
CSR initiatives are popularized widely through hotels websites	84	3,21	1,065
I often read news about hotel CSR through the mass media	84	2,94	1,068
Valid N (listwise)	84		

It can be seen that the scores are low for items referring to hotel CSR popularity which indicate the lack of communication of CSR policies towards hotels guests. The key issue is that hotel managers in Da Nang don't focus on the dissemination of their CSR practices.

Table 16 Guest Purchase Behaviour

	N	Mean	Std. Deviation
CSR practice is an important factor in choosing a hotel	84	3,27	1,010
CSR practice is more favourable element than prices in choosing a hotel	84	3,17	,916
CSR practice is more important element than locational convenience in choosing a hotel	85	3,16	,898
Valid N (listwise)	84		

From the table Guest Purchase Behaviour, we can see that item "CSR practice is an important factor in choosing a hotel" has highest score which presenting that the awareness of CSR policies is raising amongst the hotels guests and indicating CSR policies as an important element for choosing the hotel beside price and location. In other word, the hotel managers should not

only concentrate on price competitive and convenient locations but also the publicity of CSR practices to attract guest's attention.

6.6 Reliability of measurement scale

The phase is to examine the reliability of the likert- type scales for the questions assessing attitude of the respondents about CSR policies based on their last stay experience in Da Nang. All items are responded to on a Likert scale of 1-5, where 5 = Strongly agree and 1 = Strongly disagree.

In order to ascertain their awareness of CSR, the respondents were administered a list of statements. The 18 statements covered 4 main subjects as hotel CSR policies with four sub dimensions: employees, environment, community and guests; hotel CSR publicity; guest satisfaction and the last one is guest perception.

Subject 1: Hotel CSR policies

a. Employees' dimension

1. The hotel employees get reasonable salaries and welfare
2. The hotel employees have a safe and healthy working-environment
3. The hotel employees are encouraged to develop their skills and careers

b. Environmental dimension

1. The hotel uses natural local products
2. The hotel applied green initiatives such as recycling and waste reduction
3. The hotel promotes energy conservation and water conservation

c. Community's dimension

1. The hotel offer jobs for local community

2. The hotel supports local charities through sponsoring events, financial donations or voluntary services.

d. Guests' dimension

1. The hotel is responsive to customers' complaints
2. Consumer rights are respected

Subject 2: Guest's satisfaction

1. The quality of hotel's services and products are tightly controlled to assure guests' satisfaction
2. Employees showed high levels of professionalism
3. Overall, I am satisfied with my stay at this hotel

Subject 3: Hotel CSR publicity

1. Corporate Social Responsibility initiative are popularized widely through hotel's websites
2. I often read news about hotel CSR through the mass media

Subject 4: Guest's perception

1. CSR practice is an important factor in choosing a hotel
2. CSR practice is more favourable element than prices in choosing a hotel
3. CSR practice is more important element than locational convenience in choosing a hotel

Cronbach's alpha is most commonly used to assess the internal consistency of a questionnaire that is made up of multiple Likert-type scales and items.

6.6.1 Reliability analysis for Hotel CSR policies

a. Employees' dimension

A reliability analysis was carried out on the perceived task values scale comprising 3 items. Cronbach's alpha showed the questionnaire about employees' dimension of CSR policies to reach acceptable reliability with $\alpha = 0.675$.

The criteria of Cronbach's alpha for establishing the internal consistency reliability is used as Excellent ($\alpha > 0.9$), Good ($0.7 < \alpha < 0.9$), Acceptable ($0.6 < \alpha < 0.7$), Poor ($0.5 < \alpha < 0.6$), Unacceptable ($\alpha < 0.5$) according to Kline (2000) and George & Mallery (2003)

Most items appeared to be worthy of retention, resulting in a decrease in the alpha if deleted. And the index of Corrected Item – Total Correlation ≥ 0.3 according to Nunnally (1978) then the items are accepted for the scale. Corrected Item - Total Correlation column tells how much each item correlates with the overall questionnaire score. Correlations less than $r = 0.30$ indicate that the item may not belong on the scale

Table 17 Reliability analysis for Employee's dimension

Reliability Statistics

Cronbach's Alpha	N of Items
,675	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The hotel employees get reasonable salaries and welfare	7,34	2,182	,498	,568
The hotel employees have a safe and healthy working-environment	7,02	1,976	,506	,557
The hotel employees are encouraged to develop their skills and careers	7,01	2,198	,461	,614

b. Environmental dimension

A reliability analysis was carried out on the perceived task values scale comprising 3 items. Cronbach’s alpha showed the questionnaire about environmental’ dimension of CSR policies to reach good reliability with $\alpha = 0.832$.

Most items appeared to be worthy of retention, resulting in a decrease in the alpha if deleted. And the index of Corrected Item – Total Correlation ≥ 0.3 according to Nunnally (1978) then all items has acceptable reliability.

Table 18 Reliability analysis for Environmental dimension

Reliability Statistics	
Cronbach's Alpha	N of Items
,832	3

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The hotel use natural local products	6,63	3,933	,625	,832
The hotel applied green initiatives such as recycling and waste reduction	6,69	3,356	,756	,702
The hotel promote energy conservation and water conservation	6,66	3,717	,701	,760

c. Community’s dimension

A reliability analysis was carried out on the perceived task values scale comprising 2 items. Cronbach’s alpha showed the questionnaire about

environmental' dimension of CSR policies to reach poor reliability with $\alpha = 0.522$ but acceptable.

And the index of Corrected Item – Total Correlation ≥ 0.3 so the items are accepted

Table 19 Reliability analysis for Community's dimension

Reliability Statistics	
Cronbach's Alpha	N of Items
,522	2

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The hotel offer jobs for local community	3,29	,998	,353	.
The hotel supports local charities through sponsoring events, financial donations or voluntary services	3,84	1,044	,353	.

d. Guest's dimension

A reliability analysis was carried out on the perceived task values scale comprising 2 items. Cronbach's alpha showed the questionnaire about environmental' dimension of CSR policies to reach good reliability with $\alpha = 0.815$

And the index of Corrected Item – Total Correlation ≥ 0.3 so the items are accepted

Table 20 Reliability analysis for Guest's dimension

Reliability Statistics	
Cronbach's Alpha	N of Items
,815	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The hotel is responsive to customers complaints	3,59	,711	,691	.
Consumer rights are respected	3,79	,864	,691	.

6.6.2 Reliability analysis for Hotel CSR publicity and Guest satisfaction

a. Guest Satisfaction

A reliability analysis was carried out on the perceived task values scale comprising 3 items. Cronbach's alpha showed the questionnaire about environmental' dimension of CSR policies to reach good reliability with $\alpha = 0.818$

And the index of Corrected Item – Total Correlation ≥ 0.3 so the items are accepted

Table 21 Reliability analysis for Guest Satisfaction

Reliability Statistics

Cronbach's Alpha	N of Items
,818	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The quality of hotel services and products are tightly controlled to assure guest satisfaction	7,26	2,011	,679	,748
Employees showed high levels of professionalism	7,36	2,465	,672	,755
Overall, I am satisfied with my stay at this hotel	7,29	2,254	,675	,746

b. Hotel CSR publicity

A reliability analysis was carried out on the perceived task values scale comprising 2 items. Cronbach’s alpha showed the questionnaire about environmental’ dimension of CSR policies to reach good reliability with $\alpha = 0.753$

And the index of Corrected Item – Total Correlation ≥ 0.3 so the items are accepted

Table 22 Reliability analysis for Hotel CSR publicity

Reliability Statistics

Cronbach's Alpha	N of Items
,753	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CSR initialtives are popularized widely through hotels websites	2,94	1,141	,604	.
I often read news about hotel CSR through the mass media	3,21	1,134	,604	.

6.6.3 Reliability analysis for Guest Perception

A reliability analysis was carried out on the perceived task values scale comprising 3 items. Cronbach’s alpha showed the questionnaire about environmental’ dimension of CSR policies to reach good reliability with $\alpha = 0.839$

And the index of Corrected Item – Total Correlation ≥ 0.3 so the items are accepted

Table 23 Reliability analysis for Guest Perception

Reliability Statistics

Cronbach's Alpha	N of Items
,839	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CSR practice is an important factor in choosing a hotel	6,33	2,731	,695	,788
CSR practice is more favourable element than prices in choosing a hotel	6,44	3,069	,674	,804
CSR practice is more important element than locational convenience in choosing a hotel	6,44	2,948	,745	,738

In summary, it could be concluded that from the data analysis undertaken above, the overall and individual reliability of the measuring items and dimensions are quite acceptable, which lays the foundation for further analysis.

6.7 Exploratory Factor Analysis and computes variable

The proposed research model consists of three components, antecedents, moderating variables and outcomes. Antecedents consist of two dimensions, hotel CSR policies which have four sub dimensions, and customer perceived hotel CSR publicity. Mediators is customer satisfaction and the resultant factor is customer behaviour, and is the variable that the research model seeks to forecast.

The Factor Analysis is an explorative analysis, like the cluster analysis grouping similar cases, the factor analysis groups similar variables into

dimensions then reduces the information in a model by reducing the dimensions of the observations.

6.7.1 For Antecedent's variables

a. Exploratory Factor Analysis for antecedent's variables

Table 24 KMO and Bartlett's Test for antecedent's variables

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,885
Approx. Chi-Square	497,521
Bartlett's Test of Sphericity df	66
Sig.	,000

Table 25 Rotated Component Matrixa for antecedent's variables

	Component	
	1	2
The hotel is responsive to customers complaints	,795	
The hotel offer jobs for local community	,772	
Consumer rights are respected	,682	
The hotel applied green initiatives such as recycling and waste reduction	,657	
The hotel use natural local products	,631	
The hotel promote energy conservation and water conservation	,569	,529
The hotel employees are encouraged to develop their skills and careers	,554	
The hotel employees have a safe and healthy working-environment	,526	
The hotel employees get reasonable salaries and welfare	,503	

CSR initiatives are popularized widely through hotels websites		,834
I often read news about hotel CSR through the mass media		,833
The hotel supports local charities through sponsoring events, financial donations or voluntary services		,725

Two tests are used for this purpose: the Kaiser-Meyer-Olkin (KMO) test for sampling adequacy and Bartlett's test of sphericity. The KMO scale ranges from 0 to 1, with the higher score being desirable. The Bartlett test is solely measured by the probability of significance as it is sensitive to the numbers of items and respondents being used. The test shows that the KMO value is 0.885, meet the requirements of $0.5 < \text{KMO} < 1$ and the significance level of the Bartlett's $\text{sig} = 0 < 0.05$ indicating that the correlation matrix is significantly different from an identity matrix, in which correlations between variables are all zero. These two tests indicated that the data collected are quite suitable for further factor analysis.

From the table Rotated Component Matrix, the factor loading of items have to be greater than 0.5 that is acceptable. However, for the items "The hotel promote energy conservation and water conservation" appear in both components 1 and 2, and the difference of two factor loadings $\Delta = 0.569 - 0.529 = 0.03 < 0.3$. So this item has to be removed from exploratory factor analysis according to Jabnoun & Al-Tamimi (2003)

The exploratory factor analysis is run over again with the removal of item “The hotel promotes energy conservation and water conservation” as specified above, bring the table results below

Table 26 KMO and Bartlett's Test for antecedent's variables (second test)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,870
Approx. Chi-Square	425,914
Bartlett's Test of Sphericity df	55
Sig.	,000

KMO= 0.870 >0.5 and sig of Bartlett’s test of sphericity =0 <0.05, meet requirement conditions that the data collected are quite suitable for further factor analysis.

Table 27 Rotated Component Matrixa for antecedent's variables (second test)

	Component	
	1	2
The hotel is responsive to customer's complaints	,802	
The hotel offer jobs for local community	,773	
Consumer rights are respected	,687	
The hotel applied green initiatives such as recycling and waste reduction	,650	
The hotel use natural local products	,635	
The hotel employees are encouraged to develop their skills and careers	,553	
The hotel employees have a safe and healthy working-environment	,540	
The hotel employees get reasonable salaries and welfare	,511	

I often read news about hotel CSR through the mass media		,838
CSR initiatives are popularized widely through hotels websites		,837
The hotel supports local charities through sponsoring events, financial donations or voluntary services		,723

From the table Rotated Component matrix, the items of antecedent's cluster into two groups defined by the highest loading on each item. The first factor comprised of 8 items, 3 items related to employees' dimension, 2 items related to guests' dimension, 2 items related to employments' dimension and 1 items related to community's dimension of CSR policies. Factor one could be named as "Hotel CSR". This implies that the 8 items are correlated and could be treated as one variable.

There are three items for the second factor, two items belong to hotel CSR publicity and one items refer to philanthropic dimension. This factor could be named as hotel CSR publicity

b. Compute variable

Based on exploratory factor analysis, the similar variables are grouped into two dimension. In order to keep tracks of them for further analysis, the two latent variables, Hotel CSR and CSR publicity are created to represent for these two dimension and serve for the further analysis by using feature Transform and Compute Variable with the function MEAN through SPSS

COMPUTE CSRpublicity=MEAN(Q27CSRpublicity,Q28CSRthroughmassmedia,Q21localcharities).
EXECUTE.
COMPUTE

HotelCSR=MEAN(Q22customerservices,Q20jobsforlocalcommunity,Q23Consumerrights,Q18greeninitiatives,Q17localproducts,Q14employeesandsalaries,Q15employeesandworkingenvironment,Q16employeesandcareerdevelopemnt).
EXECUTE.

6.7.2 For moderating variables

KMO= 0.720 >0.5 and sig of Bartlett’s test of sphericity =0 <0.05, meet requirement conditions that the data collected are quite suitable for further factor analysis. From the table Rotated Component Matrix, the factor loading of items have to be greater than 0.5 that is acceptable.

Table 28 KMO and Bartlett's Test for moderating variables

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,720
Approx. Chi-Square	89,730
Bartlett's Test of Sphericity df	3
Sig.	,000

Table 29 Component Matrixa for moderating variables

	Component
	1
The quality of hotel services and products are tightly controlled to assure guest satisfaction	,861
Overall, I am satisfied with my stay at this hotel	,858
Employees showed high levels of professionalism	,856

From the table Component matrix, the items of moderating variables cluster into one group. This factor could be named as Guest Satisfaction.

b. computing variables

The new latent variable named Guest Satisfaction is created to represent the three observation variables “The quality of hotel services and products are

tightly controlled to assure guest satisfaction”, “Overall, I am satisfied with my stay at this hotel” and “Employees showed high levels of professionalism”

```
COMPUTE
GuestSatisfaction=MEAN(Q25professionalismofemployees,Q
26satisfaction,Q24hotelexpertise) .
EXECUTE .
```

6.7.3 For resultant factor

KMO= 0.719 >0.5 and sig of Bartlett’s test of sphericity =0 <0.05, meet requirement conditions that the data collected are quite suitable for further factor analysis. From the table Rotated Component Matrix, the factor loading of items have to be greater than 0.5 that is acceptable.

Table 30 KMO and Bartlett's Test for resultant factor

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,719
Approx. Chi-Square	100,103
Bartlett's Test of Sphericity df	3
Sig.	,000

Table 31 Communalities

	Initial	Extraction
CSR practice is an important factor in choosing a hotel	1,000	,750
CSR practice is more favourable element than prices in choosing a hotel	1,000	,729
CSR practice is more important element than locational convenience in choosing a hotel	1,000	,798

From the table Component matrix, the items of resultant factor cluster into one group. This factor could be named as Guest Perception

b. computing variables

The new latent variable named Guest Perception is created to represent the three observation variables “CSR practice is an important factor in choosing a hotel”; “CSR practice is more favourable element than prices in choosing a hotel” and “CSR practice is more important element than locational convenience in choosing a hotel”

```
COMPUTE
GuestPerception=MEAN(Q29CSRimportantforchoosinghotel,Q30CSRthanprice,Q31CSRthanlocation) .
EXECUTE .
```

6.8. Pearson’s correlation

Correlation is a technique for investigating the relationship between two quantitative, continuous variables. Pearson's correlation coefficient (r) is a measure of the strength of the association between the two variables. Output form SPSS for the performance of Pearson’s correlation are showed below

Table 32 Pearson correlations

		GuestPerceptio n	HotelCSR	CSRpublicity	GuestSatisfacti on
GuestPerception	Pearson Correlation	1	,497**	,604**	,452**
	Sig. (2-tailed)		,000	,000	,000
	N	85	84	84	84
HotelCSR	Pearson Correlation	,497**	1	,628**	,791**
	Sig. (2-tailed)	,000		,000	,000
	N	84	87	87	87
CSRpublicity	Pearson Correlation	,604**	,628**	1	,519**
	Sig. (2-tailed)	,000	,000		,000
	N	84	87	87	87
GuestSatisfaction	Pearson Correlation	,452**	,791**	,519**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	84	87	87	87

** . Correlation is significant at the 0.01 level (2-tailed).

Hypothesis 6: The hotel CSR has a positive impact on guest perception

Pearson correlation of Guest Perception and Hotel CSR: $r = 0.497$

Sig. = $0.000 < 0.01$ because Correlation is significant at the 0.01 level

In conclusion, the printouts indicate that there is the correlation between the variables Guest Perception and Hotel CSR because the correlation coefficient is very highly significantly different from zero (sig. < 0.01) and the strength of association between the variables Guest Perception and Hotel CSR is acceptable ($r = 0.497$). It can be said that 24.7% (0.497^2) of the variation in Guest Perception is explained by Hotel CSR. And since Pearson's r value of 0.497 was positive, this is a positive correlation and we can conclude that if Hotel CSR has a positive impact on guest perception. Hypothesis 6 is supported.

Hypothesis 1: The hotel CSR publicity has a positive impact on guest perception

Pearson correlation of Guest Perception and hotel CSR publicity: $r = 0.604$

Sig. = $0.000 < 0.01$ because Correlation is significant at the 0.01 level

In conclusion, the printouts indicate that there is the correlation between the variables Guest Perception and hotel CSR publicity because the correlation coefficient is very highly significantly different from zero (sig. < 0.01) and the strength of association between the variables Guest Perception and Hotel CSR is high ($r = 0.604$). It can be said that 36.5% (0.604^2) of the variation in Guest Perception is explained by Hotel CSR. And since Pearson's r value of 0.604 was positive, this is a positive correlation and we can conclude that if the hotel CSR publicity has a positive impact on guest perception. Hypothesis 1 is supported.

Hypothesis 7: Guests' satisfaction has a positive impact on their perception of CSR

Pearson correlation of Guest Perception and Guests' satisfaction: $r = 0.452$

Sig. = $0.000 < 0.01$ because Correlation is significant at the 0.01 level

In conclusion, the printouts indicate that there is the correlation between the variables Guest Perception and Guests' satisfaction because the correlation coefficient is very highly significantly different from zero ($\text{sig.} < 0.01$) and the strength of association between the variables Guest Perception and Guests' satisfaction is acceptable ($r = 0.452$). It can be said that 20.4% (0.452^2) of the variation in Guest Perception is explained by Guests' satisfaction. And since Pearson's r value of 0.452 was positive, this is a positive correlation and we can conclude that if Guests' satisfaction has a positive impact on guest perception. Hypothesis 7 is 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

The other hypotheses have not enough database to support because in the step of exploratory factor analysis the variables represent for dimension: employees, guests, environment and community of CSR showing similarity and they are grouped into one latent variable which named as hotel CSR.

6.9 Studying of CSR perception impact on consumer behaviour

By using descriptive statistics with frequency table for the statements relating to guest's behaviour under the effects of CSR, including "CSR practice

is an important factor in choosing a hotel”, “CSR practice is more favourable element than prices in choosing a hotel” and “CSR practice is more important element than locational convenience in choosing a hotel”, the results are shown in the Table 33, 34 and 35.

Table 33 Frequency Table of CSR practice is an important factor in choosing a hotel

CSR practice is an important factor in choosing a hotel					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	4	3,5	4,8	4,8
	somewhat disagree	12	10,4	14,3	19,0
	Neither agree nor disagree	35	30,4	41,7	60,7
	somewhat agree	23	20,0	27,4	88,1
	Strongly agree	10	8,7	11,9	100,0
	Total	84	73,0	100,0	
Missing	System	31	27,0		
Total		115	100,0		

As we can see, for the first statement “CSR practice is an important factor in choosing a hotel”, about 28.7 % of responders showed their agreement, 13.9% of the sample presented their disagreement and most of survey people (30.4%) have neutral opinion about this. It can be understood that there are a high percentage of surveyed sample showed the indifference or objection with the opinion “CSR practice is an important factor in choosing a hotel”, it showed that the level of awareness about hotel CSR is still low. However, there is also a good signal that the CSR practices perceived by the hotel guests do have an impact on the guests’ behaviour, more and more people consider CSR initiatives as a selective element for booking a hotel (28.7%). To take a further study in this

issue, the two remaining statements are given to test if the guests are willing to forgo price or locational convenience to stay in a CSR policy hotel.

Table 34 CSR practice is more favourable element than prices in choosing a hotel

CSR practice is more favourable element than prices in choosing a hotel					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	4	3,5	4,8	4,8
	somewhat disagree	12	10,4	14,3	19,0
	Neither agree nor disagree	39	33,9	46,4	65,5
	somewhat agree	24	20,9	28,6	94,0
	Strongly agree	5	4,3	6,0	100,0
	Total	84	73,0	100,0	
Missing	System	31	27,0		
Total		115	100,0		

As can be seen in table 34, 25.2% of respondents agree to pay higher price to stay in hotels which demonstrated an adherence to CSR policies, 13.9% of them still prefer traditional factor “price” as decisive role for their hotel choice and most of surveyed sample (33.9%) didn’t show their clear decision about this. From that, we can conclude that although there is a small percentage of the respondents choosing CSR policies over price as influential factor in determining hotel choice, there is a change in guests’ purchase behaviour.

Table 35 CSR practice is more important element than locational convenience in choosing a hotel

CSR practice is more important element than locational convenience in choosing a hotel					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Strongly disagree	5	4,3	5,9	5,9
	somewhat disagree	9	7,8	10,6	16,5
	Neither agree nor disagree	42	36,5	49,4	65,9
	somewhat agree	25	21,7	29,4	95,3
	Strongly agree	4	3,5	4,7	100,0
	Total	85	73,9	100,0	
Missing	System	30	26,1		
Total	115	100,0			

From table 35, 25.2% of respondents agree to stay in hotels with CSR policies than the ones with better locational convenience, 13.1% of them still prefer location than CSR initiatives for choosing a hotel and the others (36.5%) haven't given a clear opinion about this. It can be explained that together with price, location still have a greater impact on the guest's purchase behaviour than CSR. However, there is still a significant number of respondents willing to sacrifice convenience of location to stay in hotels with green initiatives, community supports and environmental protection.

In conclusion, hotel CSR policies have place an impact on the guests' behaviour in the context of Da Nang city. Particularly, the consumers do care about hotel's CSR practices. However, traditional elements such as price and location still play the primary role in their purchase decision.

VII/ Results and recommendation

7.1 Results

Based on the two main objectives of the research: define hotel corporate social responsibility policies applied in hotels in Da Nang market and determine the correlation between hotel corporate social responsibility practices and guest's perception and behaviour, the researcher achieved the following results.

Firstly, in terms of hotel CSR practices in Da Nang, there are a lack of concerns about CSR issues, only famous and luxury hotels are paying intention to CSR while mid-scale and budget hotels which account for 83.3% of total lodging supply have not considered about the importance of commitment for CSR. They are more driven by short- term profit than using CSR as a tool to pursue a long-term sustainable development. Besides that, through the assessment of CSR practices in Da Nang high-scales hotels such as Hyatt Regency, Centara Sandy Beach Resort, InterContinental Resort, Novotel Premier, Grand Mercure... it is concluded that Da Nang hotels are more concerned about implementation of CSR practices in the dimension of the environment and community, for example, Keep Vietnam Clean and Green organization of Pullman Beach Resort or Tet Traditional Culinary events of Furama Resort. This is probably because the hotel managers have realized the importance of CSR as branding tool to strengthen its reputation in the communities. However, the application of CSR in other subjects such as consumer rights, labour practices has not been put at priority and this information is only communicated internally. An explanation for that could be the awareness of the hotel guests toward CSR is still low and there is a misleading understanding of CSR concept that it mainly consists of community works and

events. Therefore, the hotel managers have not paid attention in popularizing their CSR initiatives in employment, consumer or business ethical dimension. Looking closely to the publicity of hotel CSR, it is obvious that hotels in Da Nang showed a poor performance in communicating their CSR initiatives to the public. According to the website analysis in part V, it is described clearly that the CSR information in listed hotels is published modestly in the secondary or even tertiary pages by clicking on links like “News” or “About us” and most of the CSR news are presented in English. This creates a difficulty in accessing to CSR information for the hotel guests. This could explain for the fact that the large proportion of surveyed people (42.6%) have admitted that they have never heard of hotel CSR.

Secondly, regarding the guests’ perception of hotel CSR, as pointed out in the part 6.5, among all the dimension of hotel CSR, community involvement has a greatest influence on the guests’ perception, in particular, a large number of surveyed guests concerns on the hotels’ contribution to unemployment issues. Another dimension such as consumer rights and labour practices in turns affect the guests’ perception. Noticeably, environmental dimension has a least influence on guests’ perception. This can be explained that CSR initiatives relating to consumer’s dimension and labour practices has direct impact to the guests’ stay experience while application of environmental solution in hotels are not directly observed or experienced by the hotel’s guests.

Thirdly, about the relationship between hotel CSR policies and guests’ perception as well as their purchase behaviour, two research questions have been developed “What are the effects of hotel corporate social responsibilities

practices on guests' perception?" and "How does guests' perception of corporate social responsibility affect to their purchase behaviour? As indicated in part III, these two questions are addressed by a model based on seven hypotheses, and the results is summarized in Table 33. It can be noted that several were not supported

Table 36 Summary of findings

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

From the table 36, it can be seen that hotel CSR practices have a positive impact on guests' perception although the effects of each dimension such as

employees' issues, consumer rights, environmentally practices and community involvement on guests' perception have not been proved positively. Another factors have a significant impact on guests' perception are hotel CSR publicity and guests' satisfaction. Especially, CSR publicity is the element has the greatest influence on the perception of hotel guests. According to Pearson's correlation, 36.5% of the variation in Guest Perception is explained by Hotel CSR publicity while the indexes for hotel CSR practices and guests' satisfaction are 24.7% and 20.4% respectively. It can be concluded that the awareness of CSR practices is growing gradually amongst the hotel guests thanks to the widely communication of CSR information and their stay experiences at hotels which has implemented CSR initiatives.

Lastly, regarding to the extent of guest's perception of CSR affect to their purchase behaviour, as pointed out in part 6.9, compared to traditional decisive factors such as price and locational convenience, hotel CSR policies and practices tends to have a less impact on guests' purchase behaviour. However, there is an increasing awareness of the Da Nang hotel guests referring to CSR, a relative number of surveyed sample agree to forgo price and convenience of location to stay in hotel with CSR policies. This change set an alarm to the hotel managers that this recent time CSR begins to impact the guests' behaviour. Although these influences are not at significance, it will change greatly in the future when the awareness of CSR are fostered and enhanced.

7.2 Recommendation

The rapid development of hospitality and tourism industry in Da Nang city as well as cognitive changes of the guest about CSR practices have place

significant challenges to the hotel managers. It becomes necessary for the hotels to focus on their CSR activities and better understand the guests' perception of hotel CSR as well as the influence of CSR policies on their decision-making process.

It is revealed in the thesis that the hotel guests do care about hotel's CSR practices. Although the role of CSR is still limited in comparison with traditional determinants of hotel choices such as price and convenience of location, CSR policies have started to increase its' influence toward the guests' purchase behaviour. Therefore, it is essential for the hotel managers to concentrate on their CSR policies in order to increase their market share of customers as well as drive their sustainable development in the future.

It is found by the research that among all the dimension of hotel CSR, community relation has a greatest influence on the guests' perception. Therefore, hotels should focus on relations with their local community, for example, creating various job opportunities for local people, funding social welfare activities or taking part in reserving local culture and custom. As a results, economic and social benefits are brought to the local community which emphasize the image and reputation of the hotels towards the guests' perception.

It is noticed that the environmental aspect of hotel CSR have a least influence on the guests' perception. This is explained that green hotel practices do not have a direct impact on guests' stay experience. However, the hotel manager should not underestimate their environmental responsibility. With the increasing awareness of environmental problems, the customers are soon to realize the importance of green practices and associate it in their choice of hotels.

Lastly, this thesis indicated that CSR publicity places an important role in raising the awareness of hotel guests on CSR practices which in turns make a positive change in the guest's purchase behaviour. However, the hotels in Da Nang city have performed poorly in communicating their CSR policies to the public. It is suggested that the hotel managers should provide comprehensively their CSR information through their webpage as well as others means of communication. Specifically, the hotel CSR initiatives should be available in the home page of the hotels' webpage. Besides that, they should be written in both languages, English and Vietnamese. The improvement of the visibility and accessibility of CSR information will positively affect to the guests' perception and their purchase behaviour.

VIII/ Conclusion

The context analysis in this paper has shown that in Da Nang, the international hotel groups had better CSR communication than the domestic hotel groups since they regularly updated the visibility of CSR practices on their media modules. Besides, most of the best CSR practices were belong to the groups of famous and luxury hotels which account for only less than 20 percentages of total hotels in the city. It is consistent with the fact that the mid-scale and budgeted hotels focuses on short term profits rather than long term commitment of CSR. However, all the dimensions and factors of CSR are not fully concerned. Particularly, the implementation of CSR practices in the dimension of the community is more concerned than the other important factors of CSR such as employment, consumer or environment dimension.

It is possible to conclude that hotels CSR tend to have greater influence in the guests' perception and become one of the significant factors together with traditional features, for example, price and convenience of location in the guests' purchase behaviour. There are an increasing number of hotel guests choosing to stay in the hotels which have applied CSR practices such as recruiting local people, donating to charity or having environmentally friendly policies.

Given the increasing awareness for Corporate Social Responsibility and its importance to the society and community among inhabitants in the city as well as tourism as consumers, the author believes that the application of CSR in the hotel industry in not only Da Nang but also Viet Nam would be improved in the near future.

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X/ Appendix

Appendix 1 Dissertation research and submission formalities

1. The Applicant

Registration No:

Name: Vo Hong Dieu Phuoc

Addresses: 4 rue Pierre Dupont, 69450 Saint Cyr Au Mont D'or, France

Home address: 281 Ho Nghinh, Da Nang, Viet Nam

Term time address (if different):

2 The Program of Research.

Proposed title:

Summary of proposal

3. Supervisory Teacher *(please complete fully)*.

Planned frequency of contacts between student and supervisor.

One session per month plus, e mail and telephone contact with supervisor

4 Statement by the Applicant.

I wish to apply for registration on the basis of the proposals given in this application.

I confirm that the particulars given in the above sections are correct.

I understand that, except with the specific permission of ESDS School of Management I may not, during the period of my registration, be a candidate for an award of another university.

I understand that, except with the specific permission of ESDS School of Management, I must prepare and defend my thesis in English.

Signed:
Vo Hong Dieu Phuoc

Date: 29.9.2017

Appendix 2 Dissertation topic

ANNEX 1: DISSERTATION TOPIC

Student Name: Vo Hong Dieu Phuoc

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DESCRIPTION OF YOUR TOPIC:

The hospitality industry is one of the most important industry which impose a great influence to the economy, environment, social and cultural issues. It is undeniable that the hotel sector has a significant contribution to the development of the economy, creating more jobs for local residents, upgrading infrastructures and enhancing cultural exchange. However, it is also the cause of numerous issues such as pollution, biodiversity loss, poor working conditions or waste disposal which pose a threat to the life of the local communities. Teresa (2006) highlighted the fact that sustainable development is getting attention from consumers, employees and investors as well as mass media, government and non-governmental organisations. Consequently, both local and foreign hotels start paying more attention to CSR.

Interested in the hospitality market in Da Nang city, one of the main tourism city in Viet Nam with the total supply of hotel industry is up to 426 hotels with numerous international brands such as Hyatt Regency, Novotel, Crowne Plaza, Mercure, InterContinental Danang Sun Peninsula Resort... this research aims at providing an insight into hotel CSR practices and it's influences to the guests' perception as well as their behaviour.

PROBLEMATIC:

Objectives: The main objective of the research is to define hotel corporate social responsibility policies applied in hotels in Da Nang market and determine the correlation between hotel corporate social responsibility practices and guest's perception and behaviour.

Research question: Base on the two objectives, two following research question are given:

1. What are the effects of hotel corporate social responsibilities practices on guests' perception?
2. How does guests' perception of corporate social responsibility affect to their purchase behaviour?

HYPOTHESIS:

In order to evaluate, hotel CSR practices in Da Nang city and its influence on guest perception of the hotel expertise and their purchase decision, this paper tests the following hypothesis:

Hypothesis 1: The hotel CSR publicity has a positive impact on guest perception

Hypothesis 2: The hotel CSR employee policy has a positive impact on guest perception

Hypothesis 3: The hotel CSR guest policy has a positive impact on guest perception

Hypothesis 4: The hotel CSR environment policy has a positive impact on guest perception

Hypothesis 5: The hotel CSR community policy has a positive impact on guest perception

Hypothesis 6: The hotel CSR has a positive impact on guest perception

Hypothesis 7: Guests' satisfaction has a positive impact on their perception of CSR