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Corporate Social Responsibility (CSR) of Reputable Hotels and the Fifth Management Vision of UNWTO

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Author's contribution

The sole author designed, analysed, interpreted and prepared the manuscript.

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ABSTRACT

The United Nations World Tourism Organization (UNWTO) is the leader in knowledge and innovation amongst the tourism organizations within its member states. It has five management vision pillars with the fifth one relating to Corporate Social Responsibility (CSR). Literature reveals that the website of corporate bodies is mostly not utilized to introduce the CSR practices of corporate bodies. Along the edge, these studies concentrated on the banking sector of Ghana. For this reason, there is an existing need to understand how another significant sector of Ghana illustrates its CSR practices on its websites. Hence, this study looked at how 14 reputable hotels in Ghana practice CSR under the fifth management vision of the UNWTO. The qualitative research method was adopted to attain answers to the study's formulated questions. Hotels were selected based on the African Union's identified list of reputable hotels in Ghana. Moreover, content analysis was used to attain the results of the study. Through this analysis, it was identified that most of the hotels in Ghana failed to utilize their corporate websites to promote their CSR practices. Notwithstanding, a few communicated their CSR practices through their corporate website but did not fully meet the fifth management vision of the UNWTO. For policy purposes, the study made it possible for hotels in Ghana to involve the vision of the UNWTO in their core activities. Also, the study made it possible to establish a simple framework that could be referred to during the formulation of CSR policies within every hotel in Ghana.

Keywords: *Corporate Social Responsibility (CSR); Ghanaian hotels; UNWTO; tourism.*

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1. INTRODUCTION

Organizations in the service industry are identified to be under pressure due to the rapid changes in the visual satisfaction of stakeholders [1]. One of the ways service organizations are using to significantly satisfy their demanding stakeholders is through the strategic management concept, Corporate Social Responsibility (CSR) [2]. Business Consultants and Academics as well as practitioners and business owners have signified the discussion of this strategic concept [3]. One of the reasons behind this is that global sustainability is being advocated by most organizational stakeholders [4]. Therefore, awareness of corporate social responsibility has further increased and is easily made accessible through organizational websites. Thus, through technological advancements, stakeholders all over the world could now know and understand the CSR practices of an organization without going through organizational documents. This level of global awareness of the environment has influenced the decision structure of shareholders [4]. As a result, a significant investment in CSR is important to align the vision of various stakeholders with that of a business or an organization.

In the past few years, studies indicates that CSR significantly impacts the tourism sector of an organization [5–8]. Specifically, for Zupan and Milfelner [8] the relevance of CSR is great to an extent that it influences the redesign of business practices to align with the environment, economy, and society. In the tourism industry, Withiam [9] acknowledges that a hotel's ability to introduce CSR measures significantly increases the satisfaction of various stakeholders, therefore increasing the ratings of the hotel. As a result, the impact of CSR is relevant to the improvement of hotels.

One of the international stakeholders of hotels all over the world is the United Nations World Tourism Organization (UNWTO). This organization have established that the tourism industry is growing steadily, therefore, they expect that international arrivals in 2030 would reach 1.8 billion. Considering this expectation, Lenzen et al. [10] signify that, there is a need to establish a link between hotels and their environment to attain the expected international arrival figure postulated by the UNWTO. This, therefore, indicates that hotels are to then follow the vision and guidelines of the UNWTO to meet

the anticipated figure in the year 2030. Recognizing the fifth management vision of UNWTO, hotels could use their CSR practices to meet this vision and balance the satisfaction of stakeholders.

In this study, the researcher investigates, through observation, how the CSR practices of hotels in Ghana align with one of their international stakeholders, UNWTO. Thus, how are hotels in Ghana ensuring that the fifth management vision of the UNWTO is attained? The researcher, therefore, achieved this by identifying the CSR practices of reputable hotels in Ghana. Through a qualitative method, the official website of the hotels used were observed to identify their acknowledged CSR practices.

Furthermore, to attain this specific objective, the fifth management vision of UNWTO, which was identified by the researcher as the main CSR vision of the organization, was used to attain four categories. These categories were used to determine the full satisfaction of the fifth management vision of the UNWTO by a hotel. These categories were Cultural Protection, Natural Protection, Economic Support, and Social Support.

Therefore, the major contribution of this paper signifies the identification of CSR practices through the official website of reputable hotels in Ghana, and how these practices align with the fifth management vision of the UNWTO. Through this, the study contributes to academic literature and serves as a strategic resource to industry professionals. Specifically, tutors and trainers of Corporate Social Responsibility would benefit from the findings of this study since knowledge of how reputable hotels in Ghana are practicing CSR would be revealed. Also, this study would significantly introduce a level of awareness toward the alignment of CSR practices and the vision of the UNWTO. Thus, it would be possible to notify hotels in Ghana on how they are helping to attain the vision of one of their international stakeholders, UNWTO. For this reason, this study makes it possible for hotels to practically establish CSR practices that fully align with the vision of every stakeholder.

2. LITERATURE REVIEW

2.1 Stakeholders Theory

In the 1980s, Freeman in the United States introduced a systematic approach for businesses

to ethically and effectively deal with various constituencies they were affiliated with [11]. This systematic approach is known as the Stakeholders Theory. In introducing a clear understanding of the theory, Chiu and Wang [12], explained that the stakeholders theory is a systematic approach where the objectives of an organization are achieved based on procedures that positively affect individuals or groups connected to the organization. For this reason, Chiu and Wang [12] indicated that this theory is very relevant to the understanding of Corporate Social Responsibility (CSR). Whereas Wu and Wokutch [11], signify its general acceptance amongst scholars and practitioners of business and strategic management.

The Stakeholders theory has been well used with the strategic concept of Corporate Social Responsibility. Chiu and Wang [12] used the Stakeholders theory to determine how organizations socially report the quality of operational activities in a developing country such as Ghana. In acknowledging the participation of the tourism industry with its communities, Khazaei et al. [13], used the Stakeholders theory to establish factors that could advance the community participation in the tourism industry. Again, in illustrating the importance of the Stakeholders theory, Schaltegger et al. [14] indicated that the Stakeholders theory is one of the best theories to understand a profit-making entity such as a hotel, and its involvement with the community, therefore, a business case for every organization to address.

The relevance of the Stakeholders theory is numerous. However, the most relevant reason why the Stakeholders theory is used by scholars and most practitioners of business entities is the necessary dimensions of ethics. Stakeholders have numerous expectations from an organization, therefore there is a need for these firms to ethically satisfy these expectations [15]. Teanpithayamas et al. [16] affirm this need by indicating that, the Stakeholders theory significantly specifies appropriate ways in which an organization involves and manages its stakeholders. For this reason, the Stakeholders theory would be used to identify the nature of corporate social responsibility amongst hotels in Ghana. Thus, how do hotels in Ghana satisfy the vision of one of their international stakeholders, the United Nations World Tourism Organization (UNWTO)?

2.2 Corporate Social Responsibility

In understanding CSR from the executives of an organization, Vaaland and Owusu [17] indicated that it is an approach used by managers to handle specific social issues that surround their organization. This strategic approach is conducted and perceived by managers as relevant due to the realization that every industry and market has a demand for ethical practices within the society [18]. Therefore, managers, as well as department heads, are tasked to provide reports related to corporate social responsibility. In other words, it is regarded as mandatory for an organization to not only provide financial reports but also include reports related to their positive contribution to their society.

Within organizations, corporate social responsibility has been duly referred to with various terms. According to Sternberg [19], the name corporate governance has been associated with Corporate Social Responsibility (CSR) in most international and large local firms. The use of various phrases was also identified earlier by Tharp and Chadhury [20]. Tharp and Chadhury [20] indicated that Corporate Social Responsibility is an idea that extended beyond the laws of an organization, to uniquely include the society. Therefore, they signified that corporate social responsibility should be identified as corporate citizenship. Thus, being a citizen of a society indicates that, you need to follow the rules of the society and take care of the society since anything you do to it, in turn, affects you, therefore appropriate to announce CSR as corporate citizenship. Irrespective of the name given to Corporate Social Responsibility, it signifies the long-known idea of being a good and responsible neighbor to one's society [21].

Corporate Social Responsibility has been adequately identified by the hospitality industry. Defining Corporate Social responsibility (CSR) from the perspective of the hospitality industry, CSR is seen as a firm's voluntary activities which include best practices of human resource management, reduction of dangerous chemicals, and community support [22]. In making relevance to the financial aspect of CSR, Kang and Namkung [23], established that it is a necessary burden due to the amount of money needed to establish its relevance in an organization. Therefore, is a concept that introduces long-term economic value to firms in the hospitality industry.

Considering another aspect of CSR, Zhang et al. [24] signifies the relevance of togetherness. To them, CSR is a concept that introduces a platform for customers to adequately participate in the affairs of the organization. The hospitality industry recognizes the protection of the environment as well as improving the status of its environment. It also recognizes its relevance toward the long-term economic value of the concept when adequately employed in the organization. This form of recognition makes it possible for an organization and its community to come together and attain balance at a particular point in time.

In a developing country such as Ghana, there have been significant contributions toward the understanding of corporate social responsibility in Ghana. According to Ofori and Hinson [25], the concept of corporate social responsibility has significantly grown in this part of the world. They significantly indicated that CSR in Ghana is beyond the maximization of profit and the inclusion of an organization's stakeholders into its vision, mission, and values. Ghana being a resource-rich country, Brew et al. [26] identified CSR from the perspective of the mining industry of Ghana. They indicated that corporate social responsibility is the ability of an organization to understand the concerns within its community to incorporate these concerns into the organization's activities. For instance, they recommended that the mining organizations are to add screening activities to their organizational goals to improve the health standard of their community. To satisfy all, Kuada and Hinson [27] indicated that, CSR is the ability of an organization to adequately perform its activities by appropriately following all stakeholders of the organization. Thus, none of the decisions of the organization must negatively affect any of its stakeholders.

2.3 Corporate Social Responsibility in Africa

Corporate Social Responsibility has been dominant in the extraction sector of the continent. It is estimated that about 127.7 million barrels of oil could be attained from Africa alone and this accounts for about 9.6% of the total reserves of oil in the world [28]. Irrespective of these numbers, Africa attains a little amount of the total profits attained from the barrels extracted. This made Hilson et al. [29] acknowledge the negative impact of oil production on the continent. According to Tichý [30], the introduction of

terrorism in various sectors around the energy sector of Africa became normal due to the existence of oil and gas. This, therefore, introduced the fashioning of illegal activities in the industry, making the industry look criminalized or related to corruption on the continent [31]. Meanwhile, exploration of Africa's oil and gas is now a trend among investors from China and India [32]. It is therefore relevant to make these investors accountable to the African community and its environment since the exploration of oil and gas within the continent significantly introduces unwanted social and environmental practices to the continent.

The negative effects caused by these environmental extractions have made corporate social responsibility increase on the continent. This has made it possible for most international organizations as well as stakeholders to increase the understanding of CSR within the context of Africa as against the grounded frame of CSR in the western world [33]. Increased understanding of CSR in Africa has made it possible to identify specific aspects of CSR in Africa. Idemudia [34], indicated that the use of CSR to appropriately develop a diverse economic sector such as Africa has just emerged since there has been enough analysis in literature to objectively use CSR to develop the continent.

In Africa, there had been a significant gap in the welfare of African workers in most foreign organizations established in Africa [35]. To signify this, there has been a record of an increasing number of workers working but still poor. About 33.6% of workers in Africa were living in extreme poverty in 2016, earning approximately \$1.90 after a day's work [36]. This growing concern was well recognized by most governments on the continent, therefore appropriately making laws that would enhance the well-being of most workers on the continent [35]. Meanwhile, the laws may not be enough to adequately protect the workers of the country, therefore a significant use of CSR by organizations to strategically comply with the law and gain acceptability with their community was needed.

Corporate Social Responsibility in Africa considers the economic and environmentally sustainable ways in which an organization can improve its community. This improvement could be done through the installation of infrastructure and innovative ideas that could significantly ensure environmental protection. For this reason,

corporate social responsibility in Africa is related to the protection of the economic standards of employees and the projection of the environmental areas that are related to the activities of an organization.

2.4 Corporate Social Responsibility and Hotels in Ghana

Studies of corporate social responsibility of hotels in Ghana have been limited. With this being identified, the industries with more CSR literature in Ghana are within the extraction and the financial sector of Ghana. Ayisi and Akabzaa [28] signified the need to understand corporate social responsibility issues within a mining firm known as Golden Star Resources. Hilson et al. [29] also tasked themselves to significantly trace the origins of corporate social responsibility of large-scale mining of sub-Saharan African firms, which included firms in Ghana. Understanding the relationship between sustainable mining practices with corporate social responsibility, Andrews [37] indicated that, two gold mining companies in Ghana were used to identify the positive link between corporate social responsibility and sustainable mining practices.

Again, Yankson [38] identified that members of the Ghana Chamber of Mines, which includes Gold mining organizations, exhibit corporate social responsibilities in different ways. Thus, the extraction industry of Ghana has been well understood with CSR to the extent that differences in corporate social responsibility within the gold mining firms in Ghana have been identified. In all, the understanding of corporate social responsibility in the mining sector has substantial literature from the extraction sector of Ghana.

As indicated earlier, corporate social responsibility studies have also received more attention in the banking industry as compared to the hotel industry of Ghana. In understanding the strategic use of Corporate Social Responsibility in Banks, Mensah et al. [39] significantly indicated that there was a positive relationship between the organizational commitment of employees and the Corporate Social Responsibility of rural and community banks in Ghana. Using a sample size of 244 supervisors of rural and community banks, Boadi et al. [35] indicated that, the perceptions of CSR of employees of their financial institutions were positively related to their performance and their organizational pride. Specifically, research on

corporate social responsibility within the financial arena of Ghana has significantly acknowledged the relevance of employees as relevant stakeholders in the banking sector.

In Ghana, as indicated earlier, Corporate Social Responsibility studies amongst hotels in Ghana are substantially limited. Using various industries, which included the hotel industry, Boakye [40] examined the effect of employee perception and their organizational citizenship behavior. With all his various findings, he signified that CSR must be intensified within the hospitality industry of Ghana. To address the importance of tourism sustainability in Ghana, Bill [41] examined how multinational hotels could assist in the development of the local communities in Ghana. In understanding the relationship between corporate social responsibility and other organizational behaviors in an organization, Atua-Ntow [42] examined the nature and form of CSR in a leading hotel in Ghana. This signifies that the hotel industry alone has not been well understood by using Corporate Social Responsibility as the only variable for understanding.

2.5 Corporate Social Responsibility and Corporate Websites

In understanding the practices of CSR, some studies have utilized data from organizational websites. Comparing the nature of CSR communication amongst banks in Ghana, Hinson et al. [43] indicated that banks that won CSR awards in the banking sector of Ghana had poor communication CSR content on their website. Thus, the websites of the banks were not considered during the preparation of awards. However, they established that the banks with the best CSR content were not given any form of CSR awards.

Also utilizing the corporate websites of organizations within the banking sector, Palazzo et al. [44] established that banks give less prominence to their Strategic Corporate Social Responsibilities. Using content analysis and the website of banks, they indicated that reputable banks do not give much attention to their CSR content on their websites. This signifies that most banks may not be interested in promoting their CSR practices through their websites.

Furthering the use of website contents with CSR, Ajayi and Mmutle [3] also used a content analysis approach to explore the communication

channels organizations use to attain their CSR communication objectives to their stakeholders. Using ten banks from various industries, it was established that, seven of the ten organizations observed were using self-serving and society-serving motives in their CSR communication on their websites. This illustrates that, through the websites of organizations, CSR studies are successful, therefore adding to existing literature and promoting the essence of CSR within organizations.

2.6 United Nations World Tourism Organization (UNWTO)

The United Nations World Tourism Organization is a lead agency under the United Nations. It is responsible for the promotion and sustainability of globally accessible tourism issues in the world. As a leading world organization for tourism, it fuels all possible drivers within the tourism industry to attain economic, developmental, and environmental growth and sustainability.

The United Nations World Tourism Organization (UNWTO) carries out its leadership role by supporting the tourism sector with advanced knowledge and tourism policies for worldwide acknowledgment. It, therefore, has Five pillars that serve as its guide to the attainment of its vision as a world leader. Its first and second vision intends to make tourism attractive through technology while making the industry competitive. The third and fourth attend to socio-economic problems by creating jobs and having safe traveling experiences. The fifth pillar, which is the focus of this study, intends to bring to the realization how tourism could uniquely protect the culture and the environment of every touring community.

The fifth pillar captured the relevance of corporate social responsibility. Specifically, it stated that the vision of the organization is to harness tourism's unique potential to protect cultural and natural heritage and to support communities both economically and socially.

As indicated earlier, the UNWTO provides leadership initiatives to address related tourism issues all over the world. However, in Ghana, this leadership initiative is championed by the Ghana Tourism Federation. This organization acts as a private-sector advocate to promote the vision of the UNWTO. In other words, the body that ensures the activities of the UNWTO in

Ghana is the Ghana Tourism Federation (GHATOF).

3. RESEARCH QUESTIONS

Hotels in Ghana could be identified by various international stakeholders. The United Nations World Tourism Organization (UNWTO), is one of the international stakeholders of hotels operating in United Nations states. Ghana is a United Nations Member state, and the vision of the United Nations World Tourism Organization (UNWTO) must be appropriately met by its member states.

The hotel industry is one of the biggest sectors of the tourism industry in Ghana [45]. Therefore, hotels in Ghana are to do well to comply with the vision of international stakeholders such as the United Nations World Tourism Organization (UNWTO). This indicates that hotels in Ghana are to contribute to the management vision of the United Nations World Tourism Organization (UNWTO).

3.1 Research Question One

Concentrating on a new management idea as identified by Tharp and Chadhury [20], Corporate Social Responsibility (CSR) is a unique management idea used by most organizations. Therefore, this study sought to identify the Corporate Social Responsibility practices that contribute to the fifth management vision of the United Nations World Tourism Organization (UNWTO). For this reason, the following is the first research question.

How does CSR practices of hotels in Ghana Align with the Fifth Management Vision of the UNWTO?

3.2 Research Question Two

Admitting the importance of CSR practices of hotels in Ghana, there is little to no clear-cut framework that guides hotels in Ghana. This makes it impossible for hotels to follow the Corporate Social Responsibility (CSR) vision of the UNWTO. To appropriately make it possible for all hotels in Ghana to follow the fifth management vision of UNWTO, which significantly indicates the CSR vision of the organization, there is a need to identify a simple framework that could make it easier for hotels in Ghana to align their CSR practices with the

vision of the UNWTO. This, therefore, prompts the second research question.

What CSR framework could hotels in Ghana follow so they fully contribute toward the fifth management vision of the UNWTO?

4. METHODOLOGY

In examining 14 hotels in Ghana, specific research strategies and channels were employed to make known the CSR practices of the hotels used for this study. These practices were specifically CSR practices that aligned with the management vision of UNWTO. For this reason, this study made use of a qualitative research analysis approach. The existing textual materials available by the 14 hotels in Ghana were analyzed using content analysis.

The researcher's belief during the study was aligned with the naturalistic paradigm. Therefore, during the analysis, the directed approach of content analysis was appreciated. This approach was used because the fifth vision of the UNWTO formed the basis of the qualitative research analysis method employed.

The basis of the analysis were four categories that were generated from the fifth management pillar of the UNWTO. They were Cultural Protection, Natural Protection, Economic Support, and Social Support. This makes it important to indicate that this study was naturally deductive since content categorization was pre-established by the researcher through the UNWTO's fifth management vision [46].

The 14 hotels in Ghana were selected from the African Union's recommended list of hotels in Ghana. This list was compiled by The African Union Commission Specialized Technical Committee (STC). As a leader in the facilitation of international Conferences for African ministers and other significant leaders of a country, the STC has carefully listed 27 accommodations for these stakeholders.

The 14 hotels identified by the STC, which were the selected hotels for this study, were the Accra City Hotel, Alisa Hotel (Labone and Ridge), Best Western Premier Hotel, Byblos Hotel, Central Hotel, Coconut Grove Regency Hotel, Golden Tulip Hotel, Kempinski Hotel, Labadi Beach Hotel, La Palm Royal Beach Hotel, Mövenpick Hotel, Roots Hotel, Urbano Hotel, and Villa Angelia Hotel.

As indicated earlier, there were 27 accommodations listed by the STC. However, the researcher selected accommodations identified as hotels. Accommodations referred to as a guest house or seen as an apartment building were not selected. In other words, names of apartments or accommodations without the word "Hotel" were not selected. Also, hotels without an official website were not selected for this study. For these reasons, 14 hotels were selected from the recommendation list provided by STC.

As identified earlier, the content categories for the analysis of the 14 hotels identified are Cultural Protection, Natural Protection, Economic Support, and Social Support. The researcher, therefore, identified the presence of cultural and natural protection, and economic and social support in words, phrases, or sentences from the website of the 14 hotels used for this study. This then identified the practice of CSR by the hotels, considering the vision of the UNWTO.

To address the second research question, the researcher first developed a simple framework that satisfies the fifth management vision of UNWTO. This was then analyzed to identify which hotel significantly fulfilled all four identified CSR visions established by the fifth management pillar of the UNWTO.

5. RESEARCH RESULTS

Amongst the fourteen (14) hotels observed, six (6) of the hotels were identified to be engaging in CSR activities while eight (8) were identified not to have any known CSR practice identified on their website. This, therefore, indicates that 42.9% of the hotels observed for this study acknowledged the practice of CSR on their website. Meanwhile, a larger percentage of 57.1% of observed hotels did not have any message on their CSR activities. This signifies that the majority of observed hotels have no information on CSR on their website.

Based on the four themes formulated from the fifth management vision of UNWTO, it could be identified from Table 1 below that out of the 42.9% that acknowledge the practice of CSR, four (4) hotels acknowledge their practice towards Social Support. Two (2) of the observed hotels acknowledge their practice towards Economic Support. Again, two (2) of the observed hotels acknowledge their practice towards Natural Protection, while three (3) of the

observed hotels acknowledge their support for Cultural Protection. This further acknowledges that the few hotels who observed CSR practices acknowledge more support towards Social Support than the other three themes established from the fifth management vision of the UNWTO.

Table 1. Corporate social responsibility practices of hotels in Ghana

| | Name of hotel | Cultural protection | Natural protection | Economic support | Social support |
|---|----------------------------|--|---|---|---|
| 1 | Accra City Hotel | * | * | * | * |
| 2 | Alisa Hotel | * | * | "Over the years, Alisa Hotels have consistently embarked on Corporate Social responsibility (CSR) programs that impact positively on the social and economic well-being of the people in communities the company operates in" | |
| 3 | Best Western Premier Hotel | * | * | * | "Best Western International is committed to upholding the rights of employees and aims to provide a safe and healthy workplace". "Best Western International condemns all forms of child exploitation" |
| 4 | Baylos Hotel | * | * | * | * |
| 5 | Central Hotel | * | * | * | * |
| 6 | Coconut Grove Hotel | * | * | * | * |
| 7 | Golden Tulip Hotel | * | * | * | * |
| 8 | Kempinski Hotel | "Kempinski also believes there is more to life than all work and no play: arts and culture are a necessity for the soul" | "Kempinski has partnered up with "CLEAN THE WORLD", an organization that collects and recycles soap bars and bottled amenities discarded by the hospitality industry" | | "Kempinski believes it can be part of spreading health in the communities where it operates hotels" "The Linens For Life face masks program provides free masks, made from discarded (clean and hygienic) hotel linens, to people in the local community who require face masks" |

| | Name of hotel | Cultural protection | Natural protection | Economic support | Social support |
|----|-----------------------------------|---|---|---|--|
| 9 | Labadi Beach Hotel | “The Labadi Beach Hotel also has a tour desk that organizes excursions in the area” | | | |
| 10 | La Palm Royal Beach hotel | “La Palm Royal Beach Hotel exceeds your expectations with a perfect medley of great service and intriguing facilities with a unique Ghanaian touch” | | | |
| 11 | Mövenpick Ambassador Hotel | | "Our refreshing approach to nourishing the environment, our people, and the local communities where we operate our hotels and resorts, serving them with care and respect and nurturing them with dedicated best-in-class programs" | <p>“To top up supplies, the resort puts community first, sourcing produce farmed on local islands and working with fisherman to purchase their catch of the day”</p> <p>"The hotel has joined the Too Good to Go program, using its unsold food to make and sell discounted meals and tasty treats through a dedicated app, with profits donated to people in need"</p> | <p>“We support local communities with kindness, the most powerful way there is to make change”</p> <p>“Working in partnership with Green Globe, our goal is to top our achievements, feeding the planet and its people with even more care and commitment now, and in the future”.</p> |
| 12 | Roots Hotel Ghana | * | * | * | * |
| 13 | Urbano Hotel | * | * | * | * |
| 14 | Villa Angelia Hotel Ghana | * | * | * | * |

Note: * - No information on the website relating to the theme.

Source: Author's Analysis (2022)

Considering the formulated themes from the fifth management vision of the UNWTO, none of the hotels fully contributed to the fifth vision of the UNWTO. From Table 1, it could be identified that Alisa hotel, was halfway towards the fulfillment of the fifth vision of the UNWTO. Kempinski and

Mövenpick followed by passing the halfway mark by satisfying three of the identified themes from the fifth management vision of UNWTO. Contrary to these hotels, Best Western Premier hotel and Labadi Beach hotel satisfied only one aspect of the fifth management vision of the UNWTO.

6. DISCUSSION

Based on the expectations of the UNWTO in 2030 as signified by Lenzen et al. [10], and UNWTO's fifth management vision, this study intends to establish how hotels in Ghana are supporting the vision of the UNWTO through their Corporate Social Responsibility (CSR) practices. For this basic reason, the study queried the CSR practices of relevant hotels in Ghana. This was to find out how these practices were in alignment with the fifth management vision of the UNWTO.

From the above, it could be identified that a significant majority of the observed hotels used for this study had no CSR practices identified on their websites. This study was significantly aligned with that of Palazzo et al. [44]. They identified that; the corporate websites of banks introduced less attention to their CSR practices on their website. In as much as this study is within the hotel sector of Ghana, it could be indicated that most organizations hardly utilize their corporate websites to propagate their CSR practices. However, in Ghana, Hinson et al. [43] earlier established that most reputable banks in Ghana had no structured CSR content on their corporate website. This study went contrary to this finding since most of the hotels with a CSR practice quote on their websites were five-star hotels. They include Kempinski and Mövenpick Hotel. Furthermore, this study had extreme similarity with another tourism sector, the aviation sector. According to Okumus et al. [47], Turkish Airlines publishes reports highlighting all their CSR activities and also identifying all their CSR activities in their report. This was the same with the hotel sector of the tourism industry in Ghana. The Hotels either had a section for sustainability

or a specific section for Corporate Social Responsibility. However, only a few of the observed hotels had this unique feature.

To address the first question of this study, it could be established that, CSR is practiced by a few hotels in Ghana. Also, based on the fifth management vision of the UNWTO, the CSR practices acknowledged on the website of the hotels used for this study did not fully meet all the dimensions of the fifth management vision of the UNWTO. Thus, the four dimensions established based on the fifth management vision of the UNWTO, Cultural and Natural Protection, and Economic and Social Support were not fully met by any hotel in Ghana. This illustrates that the fifth vision of the UNWTO is not fully supported by most hotels in Ghana, as suggested by the results obtained from this study.

This then leads to answering the second question of the study. For hotels to fully recognize and support the fifth management vision of the UNWTO, there is a need for a simple framework that could appropriately guide them to support the vision of their international stakeholder. For this reason, the answer to question two of this study is a proposed answer by the researcher. The website of hotels in Ghana should do well to appropriately associate their CSR practices with the Culture and Natural Protection of their operating environments, and at the same time practice economic and social support activities for their society. Thus, all CSR practices of hotels should appropriately satisfy the cultural and natural protection of the society, and the economic and social support of the same community. For a pictorial representation of how hotels could meet the vision of the UNWTO, below is a simple framework for that purpose.

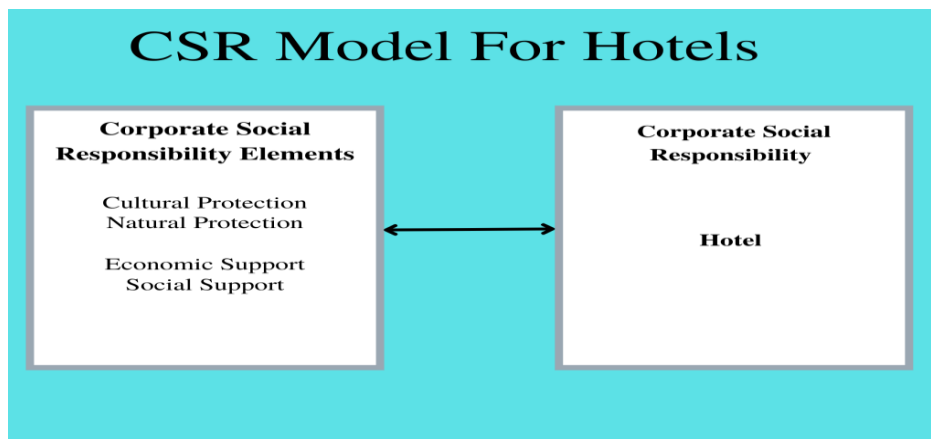


Fig. 1. CSR framework for hotels in Ghana

The fifth management vision of the UNWTO is “harnessing tourism’s unique potential to protect cultural and natural heritage and to support communities both economically and socially”. Meanwhile, the United Nations Industrial Development Organization (UNIDO) makes a general understanding of CSR as the appropriate procedures organizations use to attain a balance of the economic, environmental, and social needs of its stakeholders [48]. This balance is fairly acknowledged in the fifth management vision of UNWTO through cultural protection, natural protection, economic support, and social support.

This, therefore, indicates that, when the four CSR elements are identified with hotels, as demonstrated in Fig. 1, they significantly balance their economic, environmental, and social support towards their various stakeholders. These stakeholders include shareholders and employees.

Also, when these elements are appropriately identified by hotels, they sequentially support the fifth management vision of the UNWTO. This automatically makes it possible for such hotels to strategically satisfy one of their international stakeholders, the UNWTO.

7. CONCLUSION

Corporate Social Responsibility programs could be identified as a core program that needs continuous attention within the hotel industry of Ghana. While the core activities of hotels are being implemented, the stakeholders of these hotels are also to be satisfied to attain relevant and expected reviews. However, most reputable hotels in Ghana do well to meet the expectations of some stakeholders, while there is a need to fully meet the expectations of all stakeholders. More problematic is the fact that there seems to be no pictorial framework for all hotels to follow, and satisfy the community needs of customers.

For hotels to fully contribute to their stakeholders they are to first be aware of their practices. One way of being aware of their CSR practices is by aligning them with that of international organizations, such an organization is the UNWTO. Following the vision of UNWTO makes it easier for a hotel or an organization in the tourism industry to fully satisfy the societal needs of the environment.

Corporate Social Responsibility is a delicate concept for both organizations, customers, and

investors, it is important that hotels fully align their CSR practices with international standards to avoid any form of skepticism from prominent stakeholders. One of the major ways to fully make CSR practices available to all stakeholders is the ability to consistently promote them on corporate websites. This makes it easier for all stakeholders to easily identify an organization's CSR practices, and make timely decisions.

Based on the current findings of this study, it could be identified that more than 50% of reputable hotels in Ghana do not acknowledge their CSR practices on their corporate websites. However, the few who clearly state their CSR practices on their website acknowledge their attention towards the Social Support of their community. It was also indicated that most of the hotels did not fully satisfy the fifth management vision of the UNWTO.

8. RECOMMENDATIONS

To fully contribute to practice, this study suggests that, reputable hotels in Ghana should utilize their corporate websites to promote their CSR practices since this is the easiest way for one to know the CSR practices of the hotel. Also, to fully satisfy all stakeholders based on the fifth management vision of the UNWTO, all hotels should follow the simple framework in Fig. 1 above to fully align themselves with the UNWTO and in turn, balance the satisfaction of all stakeholders.

9. LIMITATIONS AND FUTURE RESEARCH

With limited resources, this study used only the textual messages on CSR practices from the corporate website of hotels. Harnessing more resources, it is encouraged that, other physical documents would be analyzed to understand how hotels practice CSR in Ghana, and how these practices align with the fifth management vision of the UNWTO.

However, with the few resources used by the researcher, this study has significantly contributed to theory and practice. The findings of this study are significant to all organizations within the tourism industry in Ghana and internationally. This is because it identifies how hotels utilize their corporate websites to identify their CSR practices. It further establishes how these practices contribute to the general vision of the UNWTO. In theory, this study has contributed

to the creation of awareness of the fifth vision of the UNWTO, and how there is a collective need for all tourist organizations to support and follow UNWTO's vision.

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COMPETING INTERESTS

Author has declared that no competing interests exist.

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