ABSTRACT PREVIEW

THE STUDY OF SOCIAL RESPONSIBILITY AND SUSTAINABLE DEVELOPMENT IN TOURISM ORGANIZATIONS IN SERBIA

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Abstract:
The concept of Corporate Social Responsibility (CSR) means that tourism enterprises reduce, as much as possible, their negative impact on the environment and adopt new business rules and procedures. Otherwise, the very notion has a much broader meaning. New technologies in the field of information and communication technologies, agriculture, environment, clean energy, health, efficient use of water resources, materials, transportation and many others, impose new social and moral responsibility of application for sustainable development. Such economic and social responsibility has considerable impact on social development, environmental protection as well as respect for human rights. The adoption of this concept, the benefits for tourism businesses are reflected in new partner relationships, increased competition, better cooperation in the internal environment through more effective dialogue with employees, ethical behavior, social security and better anticipation and change management in the environment. The primary goal of the research is to identify the degree of corporate social responsibility and sustainable development in tourism organizations in Serbia, engaged in the creation and delivery of tourism services and products. The aim determined the extent to which the concept of corporate social responsibility and sustainable development is exposed and adapted to the implementation. Research suggests that companies that have adopted the strategic CSR initiatives are more efficient than their competitors, because they become more effective, efficient and economical in their practice.

Keywords:
corporate social responsibility, sustainable development,
tourism organizations.