

Abstract

This research examines the role of Corporate Social Responsibility (CSR) in the hospitality industry through a comparative study across different cultural contexts. As consumers and stakeholders increasingly demand ethical and sustainable practices from businesses, hospitality companies are under pressure to integrate CSR initiatives into their operations. The study explores how cultural differences influence the implementation and perception of CSR activities in hospitality firms operating in diverse regions. Using a mixed-methods approach, qualitative interviews are conducted with hospitality managers, employees, and customers from various cultural backgrounds to understand how CSR is perceived and prioritized. Additionally, a quantitative survey is administered to assess the impact of CSR initiatives on consumer satisfaction, loyalty, and brand reputation across different cultures. The findings reveal that while CSR is universally valued, the specific types of initiatives (e.g., environmental sustainability, community engagement, employee welfare) vary significantly based on cultural norms and values. In collectivist cultures, CSR initiatives focused on community and social welfare tend to be more prominent, while in individualistic cultures, sustainability and environmental impact are prioritized. This research provides valuable insights for hospitality organizations looking to tailor their CSR strategies to specific cultural contexts, enhancing both corporate reputation and customer loyalty. The study highlights the importance of cultural sensitivity in developing effective CSR programs in the global hospitality industry.