

Scientific Studies and Sector Practices on Accommodation Enterprises about Corporate Social Responsibility¹

Kurumsal Sosyal Sorumluluk Konusunda Konaklama İşletmeleri Üzerine Yapılan Bilimsel Çalışmalar ve Sektör Uygulamaları

Samed KESEN 

Kocaeli University, Social Sciences Institute, Department of Tourism Management, samedkesn@gmail.com

Bilsen BİLGİLİ 

Kocaeli University, Faculty of Tourism, Department of Travel Management and Tour Guiding, bilsen.bilgili@kocaeli.edu.tr

MAKALE BİLGİSİ

Geliş:03.01.2021

Kabul:01.04.2021

Anahtar Kelimeler:

Kurumsal Sosyal Sorumluluk (KSS), Konaklama İşletmeleri, İçerik Analizi.

Araştırma Makalesi

ÖZ

Kurumsal sosyal sorumluluk (KSS) kavramı ilk olarak temelde 'adalet' ve 'iyilik' terimleri ile ortaya çıkmıştır. Günümüzde ise işletmelerde içeriği ve amacı en fazla tartışılan konulardan biri haline gelmiştir. Kurumsal sosyal sorumluluk kavramı tüm endüstrilerde olduğu gibi, turizm endüstrisinde de önemli araştırma konularından biridir. Bu çalışmada, Türkiye'de konaklama endüstrileri üzerinde daha önceleri çalışılmış, araştırılmış makale, bildiri ve tez kategorisindeki çalışmalar incelenmiş, kurumsal sosyal sorumluluğun konaklama endüstrilerinde uygulanan projeleri değerlendirilerek KSS uygulamalarının mevcut durumunun belirlenmesi amaçlanmıştır. Bu çalışmaya dâhil edilen bilimsel araştırmaların 12'si lisansüstü tez, 20'si makale ve 5'i bildiridir. Hilton otellerinden 9; Marriott otellerinden 9; Dedeman otellerinden 4; Radisson Blu otellerinden 2; Movenpick otellerinden ise 1 KSS uygulama projesi araştırmaya dâhil edilmiştir. Araştırmada, bilimsel çalışmalar ve otellerin uygulama projelerinin kapsamı incelenerek, mevcut durum hakkındaki tespitler ve KSS üzerine yapılacak bilimsel araştırmalar ve uygulamalara yönelik çeşitli öneriler sunulmuştur.

ARTICLE INFO

Received: 03.01.2021

Accepted: 01.04.2021

Keywords:

Corporate Social Responsibility (CSR), Accommodation Industry, Content Analysis.

Research Article

ABSTRACT

The concept of corporate social responsibility (CSR) is the first be revealed with the terms "justice" and "goodness". Nowadays, It have become the most discussed topic in businesses and the concept of corporate social responsibility had become one of the research topics in the tourism industry. In this article, It is aimed to determine to what extent corporate social responsibility has developed in hospitality industries through content analysis method by examining the studies in the category of articles, papers and thesis that have been studied and researched on the accommodation industries before in Turkey. It had been determined of the included studies in this article that 12 are postgraduate theses, 20 are articles and 5 are papers. The year the study was conducted, the number of author (s), the analysis methods used in the study, the scientific tools used in the study, the universe and sample framework it was created, the aims / hypotheses and the results of the studies were examined in detail. The secondary source data in the second category in the study have been obtained using content analysis from the 9 CSR projects applied by Hilton Hotels, 9 CSR projects applied by Marriott Hotels, 4 CSR projects applied by Dedeman Hotels, 2 CSR projects applied by Radisson Blu Hotels, and 1 CSR project applied by Movenpick Hotels. In the research, by examining scientific studies and extent of application projects of hotels, determinations about current situation and to be made scientific studies on CSR and was offered various suggestions aimed at applications.

¹ This content analysis research with an paper title "Scientific Studies and Sector Practices on Accommodation Enterprises about Corporate Social Responsibility" presented as verbal paper and printed in congress named "IV. International Applied Social Sciences Congress (C-IASOS)" held online between 22-24 October 2020.

1. INTRODUCTION

The concept of corporate social responsibility emerged with the literature review proposed by Howard Bowen in 1950, which is accepted as the beginning of the modern era. In this literature review, it can be seen that 'corporate social responsibility concept' has turned into a specific definition of social responsibility practices and stakeholders related to these practices, rather than just an idealistic concept.

Corporate social responsibility first emerged with the feelings of "justice" and "goodness". Today, it has become the most discussed topic in businesses, and the concept of corporate social responsibility (CSR) has also been one of the research topics in the tourism industry. According to a classical approach, CSR is used by businesses to gain economic advantage. According to the modern approach, CSR is accepted as the necessity of giving importance to the society and the needs of the society. Businesses have responsibilities towards society, environment and government beyond their economic problems (Rahman,2019,s.3).

Carroll (1999) for the concept of corporate social responsibility in the literature, "The concept of CSR will remain an important part of business language and practice because it forms the basis of most other theories and ensures that the public is consistently consistent with the expectations of the business world today. As the theory develops and research is done, researchers can review and adapt existing definitions of CSR or new definitions may enter the literature, but it is difficult to think that this concept will develop separately and differently in recent times " (Carroll,1999,s.292).

Today, corporate social responsibility is increasingly being included in large companies and SMEs, giving more power to business management. However, due to the use of informal communication channels and tools, progress in the integration of corporate social responsibility practices cannot be seen with the same intensity. These two situations lead to the emergence of a silent social responsibility, making it difficult to evaluate the actions taken by companies, as well as their impacts, which are often higher than those determined by the company (Rahman,2019,s.3).

In this research, the scientific researches on made on CSR in Turkey and awareness with high implemented by businesses offering accommodation services in Turkey by considering CSR projects, current situation analysis has been made. In the theoretical framework of the study, the concept of CSR was tried to be explained in general, and content analysis was made for the secondary data in the application part.

2. CONCEPTUAL FRAMEWORK

2.1. Corporate Social Responsibility (CSR) Concept

The 1950s are considered to be the beginning of the modern era and the concept of corporate social responsibility was theoretically included in Howard Bowen's book "Social Responsibilities of Businessmen", first published in 1953. Bowen "advocated for businessmen to engage in social responsibility activities that coincide with the goals and objectives of society." (Bowen,1953,s.6).

According to Michael Hopkins (2017), "CSR is a term that sheds light on the moral and responsible treatment of a firm's stakeholders". She claims that according to Hopkins' definition, a behavior contrary to the values of a civilized society cannot be exhibited and that its stakeholders will clarify its meaning with 'moral' and 'responsible' treatment CSR includes both economic and environmental responsibilities. The main goal of a company is to maximize the living standards of both internal and external stakeholders and at the same time protect the profit of the business.

Mohr, Webb and Haris (2001: 47) define the concept of corporate social responsibility as "the company's commitment to minimize or eliminate any harmful impact on society and maximize long-term beneficial benefits". According to the definition, firms emphasize the inclusion in their activities of the influence on anyone concerned, whether they are company-related or not (Aktan,2017,s.8).

According to Mohan (2003), CSR is an empirical concept "expressing one and a few of the reincarnations of the business-society relationship". The meaning of the concept varies according to time and place. It is also sometimes expressed as a concept that competes with other concepts.

International Standardization Organization (ISO) "argues that in corporate social responsibility, strategic consultancy groups point out environmental, economic and social problems in a way that can be beneficial to people and society". In other words, ISO treats problems such as occupational health and safety, human rights, unfair practices in the workplace, market and consumer problems of companies with social responsibility as a solving approach (ISO Advisory Group, 2004; Leonard & McAdam)

Despite the proliferation of definitions in the literature, the concept of corporate social responsibility is used in this study to conceptualize the relationship between the business world and its stakeholders, regardless of the existence of other related concepts among different descriptive views. In the present study, CSR means “corporate behavior that positively affects stakeholders and goes beyond monetary targets”.

When the definitions are examined, it is understood that the concept of CSR is a set of planned and programmed activities aimed at the change of social tendencies in many social and cultural-based issues for the development of the society, and that enterprises carry out completely for the public benefit without profit.

2.2. Areas of Corporate Social Responsibility

While businesses may tend to perform all areas such as education, health, social rights of employees, and culture, while performing social responsibility activities, they generally prefer to move forward in that selected area by choosing one or more of these activities in terms of both the cost and the difficulties they will bring to the business. (Ateşoğlu, & Türker,2010,s.211). When we examine the areas of corporate social responsibility, it consists of many areas that include responsibilities towards employees, consumers, shareholders, society, the state, suppliers and competitors, and the environment.

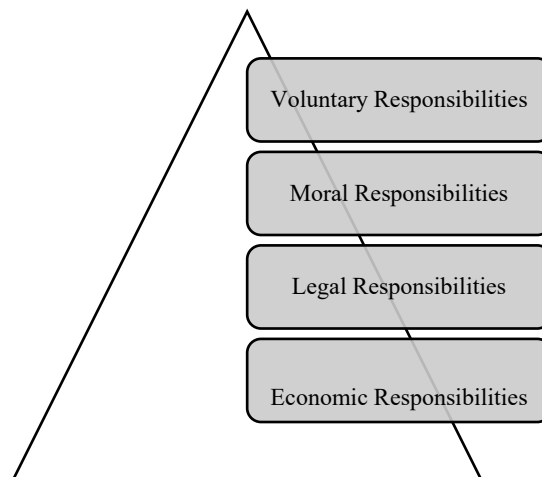
Businesses provide consumers with products and services suitable for the needs of consumers, offer quality products, adequate and regular goods flow, reasonable pricing, fair commercial practices, ensuring satisfaction, accurate information, respectful service, dealing with consumer complaints promptly and with courtesy, etc. subjects (Özgener, 2004,s.32) while performing these activities within the scope of responsibilities; work safety, good working conditions, job satisfaction, personal development and promotion opportunity, fair and equal treatment, respect for individual differences, recognition of workers' rights, solidarity, participation of employees in management, provision of social security opportunities, fair remuneration, employee resolving their complaints in a timely manner, etc. they try to fulfill the responsibilities of the subjects (Şimşek,1999,s.73). On the other hand, to the shareholders and owners of the company, up-to-date, accurate and regular information about the functioning and financial situation of the institution, protection of capital, planned growth, optimum use of resources, reasonable earnings, timely payment of dues, etc. These activities should be carried out without neglecting the responsibilities of the subjects (Torlak,2001,s.31-32).

Businesses to improve the local environment against the society, provide employment opportunities, respect human rights, contribute to the education, culture and health fields for the improvement of people's living standards, conduct studies for the development of the underdeveloped regions of the society, socio-economic goals, efficient use of resources, business ethics, activities aimed at improving social welfare, etc. While carrying out these activities within the scope of the responsibilities of the subjects (Şimşek,1999,s.53), at the same time; carrying out business activities against the environment in a way that does not harm the environment, minimizing waste production and re-use of waste, not destroying natural resources, protecting animal and plant species, preventing environmental pollution, improving the environment, taking measures against environmental problems that may arise, raising environmental awareness. engaging in activities and so on. They try to fulfill the responsibilities of the subjects (Ataç,1982,s.101).

Businesses against suppliers and competitors pay a fair fee to suppliers for goods and services in the business production process, make regular payments, and inform consumers about their preferences, etc. covers topics. Mutual cooperation, providing a healthy competitive environment, preventing unfair competition, encouraging market research, being ethical in business activities, acting respectfully to market competition rules, respecting material and intellectual property rights, etc. the subjects (Aktan and Börü,2007,s.27) should fulfill their responsibilities. On the other hand, businesses help the state to solve local problems, help the state in the establishment of new industrial areas, avoid seductive behavior (bribery, corruption, etc.), prevent economic power and monopolization, encourage fair business practices, tax on time. And pay honestly, act in accordance with the law, respect the citizens of the country and the communities in the country, etc. These activities should be carried out without neglecting the responsibilities of the subjects (Dalyan,2007,s.57).

2.3. Four-Dimensional Corporate Social Responsibility Pyramid

For corporate social responsibility to be valid by business people around the world, it needed to be comprehensible and framed in a way that includes all the responsibilities of the business. By depicting the components of CSR graphically in 1991, Carroll categorized commercial responsibilities in a compact and concise manner known as the "Corporate Social Responsibility Pyramid". These; are economic, legal, moral and voluntary responsibilities. Carroll's (1991) CSR Pyramid is presented in Figure 1.

Figure 1. *Corporate Social Responsibility Pyramid*

Source: Carroll,1991,s.38-49

The corporate social responsibility pyramid consists of four dimensions. These; are economic, legal, moral and voluntary responsibilities. Each part of the pyramid drawn above cannot be separated from each other by precise lines. Each of the areas in this pyramid can intersect or overlap with each other according to time and place, and thus its content and purpose can change.

Economic responsibilities are at the first step of the CSR Pyramid and are accepted as the first level responsibilities of the enterprise. When we examine the history of the business, the main purpose of the businesses is to produce goods and services for the society they live in. That is, the purpose of businesses was to point to the production of goods and services to make a profit by meeting the needs of consumers, and over time, this profit-making idea has turned into profit maximization. Carroll says that "the company's economic responsibility is the foundation of a business and all other responsibilities depend on it because other responsibilities cannot be taken into account without fulfilling its economic dimension". It is important to create enough profit in the market and to keep the operation of the company alive in order to be able to conclude successfully on the basis of continuing economic responsibilities (Carroll A.,1991, s.41). Legal responsibilities reflect the view of "coded morality" in the sense that they have adopted the basic concepts of fair treaties as set by our legislators. They are depicted as the next tier of the pyramid to describe their historical development, but appear to coexist with economic responsibilities as the basic principles of the free enterprise system (Carroll,1991,s.41). In order to fulfill the "social contract" between businesses and society, companies must continue their economic activities within the limits of existing laws. Indicates "legal responsibilities" on the pyramid after economic responsibilities due to the historical depiction of responsibilities; In summary, an organization's legal responsibilities include everything that ensures that the organization operates in such a way that all relevant rules and laws are respected and complied with (Rahman,2019,s.15). The ethical behavior of a firm during its activities is constructed if the firm fulfills its economic and legal responsibilities carefully. Although economic and legal responsibilities include moral norms related to justice and justice, moral responsibilities include activities and practices expected and prohibited by members of the community, even if they are not in accordance with the law. In other words, moral responsibility includes norms prevailing in activities that are considered fair by different members of society, or in the protection of moral rights that ensure the dignity of members of society. Ethical responsibilities include those standards, norms or expectations that reflect a concern about what consumers, employees, shareholders and society think about the respect or protection of the moral rights of fair, fair or stakeholders (Rahman,2019,s.15).

One step higher than moral responsibilities is voluntary and responsibilities. Volunteer responsibilities include concepts such as volunteering, philanthropy, humanitarianism, and increasing human welfare. Voluntary responsibilities encompass all kinds of activities that make a commitment to benefit people in every way possible. Volunteering includes corporate actions that respond to society's / businesses' expectation of being good citizens. This includes actively participating in actions or programs to promote human well-being or goodwill. The basic components of voluntary responsibilities are volunteering and philanthropic performance, supporting all kinds of arts, providing voluntary assistance to projects that improve the quality of life of the society, and mobilizing the participation of managers / other employees in voluntary community activities.

3. METHOD OF RESEARCH

Present study aims to review the studies published under article, paper and thesis categories within the scope of CSR on accommodation industries in Turkey and to determine the level of corporate social responsibility and accommodation industries by using content analysis method. 12 of the researches included in the study are graduate theses, 20 are articles and 5 are paper. Results on the year the study was carried out, the number of author(s), the analysis methods used by the study, the scientific tools used in the study, the universe and sample frame, the purposes/hypotheses of the studies and the reaction within these objectives have been examined one by one in detail. The second hand data in the second category in the study have been obtained using content analysis from the 9 CSR projects applied by Hilton Hotels, 9 CSR projects applied by Marriott Hotels, 4 CSR projects applied by Dedeman Hotels, 2 CSR projects applied by Radisson Blu Hotels, and 1 CSR project applied by Movenpick Hotels.

4. RESEARCH FINDINGS AND DISCUSSION

Analysis results of scientific studies in tourism services and CSR practices of hotel businesses used to obtain research data and evaluated through content analysis have been presented in this section.

4.1. Assessments of Scientific Research on CSR

Nowadays, the concept of corporate social responsibility giving more power to business management is gradually included more day by day in business management. Therefore, it is aimed to determine comprehensively whether the concept, of which significance is increasing day by day, has gained a proper place in the accommodation industries. For this purpose, articles published in national and international journals, papers presented at congresses and postgraduate theses have been reviewed. This study was conducted by taking into account the studies on the websites akademik.gov.tr and tez.yok.gov.tr, which are among the comprehensive portals where the studies were collected under a single source. These portals have been selected because of the fact that they are among the comprehensive portals where the studies are uploaded and that the related studies are required to be uploaded to the web address akademik.gov.tr for both associate professorship and academic incentive applications. The keyword "kurumsal sosyal sorumluluk" and its corresponding English equivalents were written in the search fields of these portals. "Tourism" based branches were used as filtering. No restrictions made as the time interval for the branch searched for. The deadline for the data obtaining process has been limited to 14.09.2020.

The information on who carried out the relevant studies, when they were done, the purpose of the study, the design around which the study was conducted, the universe, the tools and analysis used, and the results and findings of the study have been presented in Table 1 in detail.

Table 1. Scientific Researches Included in the Scope of the Study

Who?	When?	Why?	How?				What?
			Design	Sample	Instrument	Analysis	
ÜRKMEZER, M.	2020	It is aimed to study the effects of CSR activities on businesses, on the satisfaction of their customers and on their purchasing behavior.	Quantitative Research	Customers of 4 and 5 star hotels in Sarigerme Beach in Muğla / Ortaca district	Questionnaire	Factor Analysis, Mann Whitney U Test, Kruskal Wallis Test, Regression Analysis,	It has been observed that the most important aspects of social responsibility for tourists are listed as legal, voluntary, economic and ethical responsibility.
ÜNLÜBULDUK, S. and KARADENİZ, E.	2020	It is aimed to report the CSR activities of the hotel businesses traded in BIST and the hotel businesses with high brand value in the world for the years 2016-2017 by content analysis method.	Qualitative Research	The sample of the top ten accommodation businesses listed in the list of the world's most valuable hotel brands (2018) published by the Brand Finance organization and	Document Review Technique	Content Analysis	When CSR reports were analyzed in 2016 and 2017, it was seen that none of the businesses published CSR reports.

				ten accommodation businesses listed on BIST.			
BOĞAN, E.	2020	It is aimed to examine the mediating role of perceived corporate reputation in the impact of CSR perception of hotel employees on emotional commitment and employer attractiveness.	Quantitative Research	Employees of three 5-star hotels operating in Istanbul	Questionnaire	KEKK-YEM	It has been observed that employees' corporate reputation perception has a positive effect on both emotional commitment and employer attraction.
ÜNLÜBULDUK, S. N.	2019	It is aimed to perform comparative analysis of the reporting level of CSR activities in the context of both BIST accommodation businesses and accommodation businesses with the highest brand value in the world.	Qualitative Research	The sample of the top ten accommodation businesses listed in the list of the world's most valuable hotel brands (2018) published by the Brand Finance organization and ten accommodation businesses listed on BIST.	Document Review Technique	Content Analysis	It has been observed that BIST accommodation establishments cannot carry out CSR activities and do not report CSR activities.
ÖZDOĞAN, Y.G. and ÇOLAKOĞLU, O. E.	2018	It is aimed to investigate which activities hotel enterprises carry out for CSR activities.	Qualitative Research	5-star accommodation establishments operating in Kuşadası	Semi-structured interview	-	It has been observed that activities at local-national level cannot go beyond.
BOĞAN, E.	2018	It is aimed to reveal the effect of the corporate behavioral consistency perception of hotel staff on the uploads made to social and environmental initiatives.	Quantitative Research	Employees of national and international chain hotel businesses operating in Turkey	Questionnaire	Correlation analysis, YEM, T-Test Anova Analysis,	While employees' perception of corporate behavioral consistency and their emotional commitment was positive, it was observed that token uploads negatively affected.
ÖZDOĞAN, Y. G.	2018	It is aimed to see how enterprises in CSR practices are perceived by their employees in terms of quality.	Qualitative and Quantitative Research	Employees in 5-star accommodation businesses operating in Kuşadası	Questionnaire, Interview	Factor Analysis, Shapiro Wilks and Kolmogorov-Smirnov Test, Mann-Whitney U Test Kruskal-Wallis Test	It has been observed that educated employees perceive CSR practices more positively. Thus, it has been observed that it should focus more on employees with low education level.
GÜRLEK, M., DÜZGÜN, E. and UYGUR, S.M.	2017	It was aimed to reveal the underlying cause of the relationship between CSR and customer loyalty in independent hotels.	Quantitative Research	Tourists staying in five-star hotel businesses in Istanbul	Questionnaire	YEM, DFA, Correlation Analysis	It has been observed that CSR positively affects both corporate image and customer loyalty.
YORULMAZER, G. and DOĞAN, O.	2017	It was aimed to reveal the perceptions of the tourists towards the CSR practices of the hotel establishments in Antalya and to	Quantitative Research	Tourists who buy products / services offered in 5-star hotel businesses operating in the	Questionnaire	Factor Analysis / KMO and Bartlett Test Regression Analysis	According to the results of the analysis, employees and society, customers and environment in CSR

		examine the effect on the purchasing intentions of the tourists.		province of Antalya.			practices, it has been observed that hotel experience and customer satisfaction have a positive effect on purchasing, but the recognition dimension of CSR practices has no effect.
TAHTASAKAL, M. and BİŞKİN, F.	2017	It is aimed to evaluate the perception of CSR activities by employees and their perspectives.	Quantitative Research	Double Tree by Hilton Hotel employees operating in Malatya province	Questionnaire	Frequency Analysis Factor Analysis,	It has been observed that CSR activities are positive in attracting employees' perspective to the company, their duration of stay or qualified employees working outside the company, but this effect is not as effective as other factors.
SAĞIR, M., GÖNÜLÖLMEZ, A. and GÖKTAŞ, L. S.	2017	It is aimed to determine whether there is a significant difference between the education level and professional experience of CSR activities among the employees of accommodation companies.	Quantitative Research	5-star accommodation establishments in Konya province	Questionnaire	Normality Test Data Processing Analysis	It has been observed that there is no significant result between professional experience and competencies in the perception of employee satisfaction of CSR activities.
YILMAZ, H. and YILMAZ, S.	2016	It is aimed to examine the concept of CSR in hotel businesses in the light of corporate sustainability, corporate reputation and corporate communication.	Örnek Olay Yöntemi	Accor Group's CSR initiatives and practices	-	-	By examining CSR practices in Accor Group Hotels, ideas and suggestions about other hotels were developed.
İÇİGEN, E.T., ÇEVİK, B. and DOĞAN, O.	2016	It is aimed to examine the social responsibility activities of international chain hotels operating in Turkey.	Qualitative Research	International hotel company operating in Turkey	Beldona and Cai (2006), the model used to classify the websites of destinations	Content Analysis	In terms of CSR practices of hotel enterprises, it was observed that the most focused on environment, disaster and poverty, education, health and local issues, but the least used practice was culture.
MİRZAYEVA, G., CİVELEK ORUÇ, M., KAYA GÖK, D. and BATMAN, O.	2016	It is aimed to examine which criteria they bring to the fore in CSR activities of accommodation businesses by content analysis method.	Qualitative Research	4 and 5 star accommodation businesses in Turkey	-	Categorical Content Analysis	It has been observed that 7 businesses to economic responsibility, 40 businesses to legal responsibility, 61 businesses to ethical responsibility, and 104 businesses to voluntary responsibility attach importance
AYMANKUY, Ş., GÜDÜ DEMİRBULAT, Ö.	2016	It is aimed to investigate whether CSR activities have an effect on the choice of accommodation	Quantitative Research	Target Population, Potential Local Tourist; Sampling,	Questionnaire	T-Test One Way Anova Test	Potential local tourists in accommodation businesses, respectively; It has

and AYMANKUY, Y.		businesses by potential local tourists.		Convenience sampling		Scheffe Test	been determined that it guided its choices as "Legal Social Responsibility", "Economic Social Responsibility", "Voluntary Social Responsibility" and "Moral Social Responsibility".
BÜYÜKŞALVARCI, A., ŞAPCILAR, M. C., and UYAROĞLU, A.	2016	It is aimed to evaluate the CSR projects of Dedeman Konya Hotel.	Quantitative Research	Dedeman Konya Hotel	Open Ended Question	-	The number of projects between 2006 and 2015 was limited to 6, and it was observed that it was insufficient for Dedeman Konya Hotel.
YORULMAZER, G.	2016	By evaluating the general approach to CSR activities, it is aimed to investigate the perceptions of employees and tourists towards CSR practices in accommodation establishments serving in Antalya.	Quantitative Research	Employees and visiting tourists in five-star hotel businesses operating in the province of Antalya	Questionnaire	T-Test, Variance Analysis, Factor Analysis, Correlation and Regression Analysis, Kolmogorov-Smirnov Z Test,	It has been observed that CSR practices are perceived positively by employees, but tourists do not prefer accommodation businesses that do not engage in CSR practices.
BOĞAN, E., ULAMA, Ş. and SARIŞIK, M.	2016	It was aimed to investigate the corporate social responsibility activities of chain and group hotel businesses operating in Turkey and their use of websites.	Qualitative Research	Chain and group hotels operating in Turkey	Secondary Data	Content Analysis	It has been observed that Turkey's largest hotel chain and business groups are effective in terms of declaring their CSR activities.
SAĞIR, M. and TÜRKERİ, İ.	2015	Literature review has been made on examining the CSR strategies of tourism enterprises and on the levels of CSR.	Literature Review	Six hotels with CSR activities, published on their own web pages and covered in newspapers / magazines	-	-	When tourism enterprises are considered as a whole, it has been observed that activities are given importance in the "charity responsibility" and "ethical responsibility" component of CSR.
ESEN, Ş. and KALAYCIOĞLU, E.	2015	It is aimed to examine the CSR approaches of the chain hotel enterprises operating in Turkey.	Quantitative Research	Chain / group hotel facilities with at least 1000 rooms	Questionnaire	Cross Table Analysis, Chi-Square Test	It has been observed that CSR practices of both domestic and foreign group hotel businesses are not well established.
KUTLUK, A. and AVCIKURT, C.	2015	It is aimed to examine the chain hotel businesses in terms of stakeholders benefiting from their CSR activities.	Qualitative Research	Top ten chain hotels according to the Group Hotels Development Index conducted by the Mediterranean Touristic Hoteliers and Operators Association	Secondary Data	Content Analysis	It has been observed that CSR studies have just started to be implemented in Turkey and will gain more importance in the coming years.

				(AKTOB) Research Unit			
BOĞAN, E.	2015	It is aimed to investigate the effect of CSR activities perceived by hotel employees on the employees' sense of trust in the organization.	Quantitative Research	4 and 5 star hotel employees operating within the borders of the Alanya destination	Questionnaire	Cross Table Analysis, T-Test, Anova Analysis, Scheffe Test, Regression Analysis	It has been observed that the social responsibility activities carried out by the company against its employees, the environment and its customers have a high impact on the employees' sense of trust in the business.
AVCI, N. and AKDEMİR, İ.	2014	It was aimed to investigate the effect of CSR perception on job satisfaction in accommodation businesses.	Quantitative Research	Employees of accommodation businesses operating in İzmir / Çeşme	Questionnaire	Factor Analysis, Regression Analysis	It has been observed that the ethical and economic social responsibility dimensions of CSR affect job satisfaction positively.
YEŞİLTAŞ, M.	2014	It aims to determine the perceived organizational prestige mediating role in the impact of CSR activities on organization-based self-esteem.	Quantitative Research	Employees of 5-star hotel businesses operating in Istanbul	Questionnaire	Correlation Analysis, Regression Analysis	It is observed that legal and ethical social responsibility activities from four dimensions of CSR affect perceived organizational prestige.
TÜRKER, N. and UÇAR, M.	2013	It is aimed to examine the perspectives and perceptions of managers and employees in accommodation businesses towards social responsibility activities.	Quantitative Research	Accommodation businesses operating in Safranbolu	Questionnaire	T-Test, Anova Analysis	It has been observed that accommodation businesses operating in Safranbolu act with the principle of social responsibility.
ALTUNOĞLU, A. E. and SARAÇOĞLU, N. T	2013	It is aimed to measure whether CSR practices in hotel enterprises increase customer trust, customer loyalty and company image.	Quantitative Research	4 and 5 star hotel businesses in Kuşadası	Questionnaire	Factor Analysis, Correlation Analysis, Regression Analysis	It has been observed that there is a positive relationship between CSR practices and customer trust, customer loyalty and company image.
SARAÇOĞLU, N. T.	2013	It is aimed to measure whether CSR practices in hotel enterprises increase customer trust, customer loyalty and company image.	Quantitative Research	4 and 5 star hotel businesses in Kuşadası	Questionnaire	Factor Analysis, Correlation Analysis, Regression Analysis	It has been observed that there is a positive relationship between CSR practices and customer trust, customer loyalty and company image.
CAN, M.	2013	In general, it is aimed to evaluate CSR projects in chain hotel enterprises.	Qualitative Research	Accommodation businesses that have implemented CSR practices	Interview Technique, Secondary Data	-	It has been observed that corporate social responsibility is not accepted at a satisfactory level in chain hotel establishments.
ÇALIŞKAN, O. and ÜNÜSAN, Ç.	2011	It is aimed to measure the effect of CSR perception of hotel staff on job satisfaction and the employee's intention to stay.	Quantitative Research	Hotel employees operating in Antalya	Questionnaire	Factor Analysis, Correlation Analysis, Regression Analysis	While it was determined that the ethical and legal responsibility dimensions of the employee had a significant effect on

							job satisfaction and intention to stay, and between the perception of CSR and the working hours / hours of the employee, it was found that there was no significance between the age of the employee and the perception of CSR.
ÇALIŞKAN, O.	2010	The effect of CSR on understanding perceptions of employees in accommodation establishments in the tourism sector in Turkey is aimed.	Quantitative Research	Hotel employees working in Antalya province for five years and over, year-round and seasonal	Questionnaire	Correlation Analysis, Regression Analysis, Z-Test, T-Test, F-Test, Anova	There is a positive correlation between employee perception of CSR and job satisfaction and intention to stay, and also the employee's working time has a significant effect on job satisfaction and intention to stay.
ÖZÇOBAN, E.	2010	It is aimed to examine the concept of social responsibility and its importance for accommodation businesses as an example in the context of the green star campaign.	Quantitative Research	Calista Hotel, which has received the first environmentally friendly facility certificate	Survey, Secondary Data	Frequency Analysis	It has been observed that facilities sensitive to social responsibility campaigns lead to an increase in tourism potential.
ATEŞOĞLU, İ. and TÜRKER, A.	2010	It is aimed to determine the implementation level of CSR activities in accommodation businesses.	Quantitative Research	4 and 5 star hotels and holiday villages operating in the province of Muğla	Questionnaire	Frequency Analysis, Kruskal Wallis Chi Square	Although CSR activities are not at the expected level, it has been observed that they are an increasing social responsibility effort.
GÜZEL, T.	2010	It is aimed to determine the CSR practices and CSR understanding.	Quantitative Research	5-star hotels that are members of the Turkey Hoteliers Federation (TÜROFED)	Questionnaire	Frequency Analysis	It has been observed that 13 enterprises allocate a budget for CSR activities among the total accommodation businesses examined.
BAKIRTAŞ, H. and ERDOĞAN, B. Z.	2010	It is aimed to explain the concept of CSR from a conceptual and historical perspective and to test the relationship between CSR applications and the number of stars of hotels.	Quantitative Research	One, two, three, four and five star hotel enterprises operating in the service sector in Turkey	Questionnaire	Correlation Analysis, Anova Test, Regression Analysis	As the number of stars of hotels changes, their social responsibility towards their employees' changes and it is observed that the number of stars of hotels creates a difference in the level of social responsibility towards the society.
PELİT, E., KELEŞ, Y. and ÇAKIR, M.	2009	According to the opinions of department managers, it was aimed to determine the CSR practices in hotel enterprises.	Quantitative Research	Front office, food and beverage, housekeeping, accounting and sales-marketing department managers in 4 and 5 star hotel businesses operating in Ankara	Questionnaire	T-Test, One-way analysis of variance, Bonferroni Test	It has been observed that the shareholders are the group with which hotel businesses feel most responsible, and their social responsibilities towards the society in which they belong to the lowest

							dimension should be reviewed.
GÜRİPEK, E.	2007	It is aimed to determine the applicability of SA 8000 social responsibility standard to the tourism industry.	Qualitative Research	Hapimag Resort Bodrum Sea Garden Hotel	Formal Interview	-	It has been observed that the SA 8000 Social Responsibility Standard is effective and strategic for hotel businesses in terms of both international integration and competition, and improvement of personnel qualifications.
BAKIRTAŞ, H.	2005	It is aimed to explain the concept of social responsibility conceptually and theoretically and to examine the importance of social responsibility on hotels.	Quantitative Research	Hotels operating in the service sector	Questionnaire	Anova Test, Regression Analysis	It has been observed that as the star number of hotels increases, social responsibility towards their employees and society increases, but the social responsibility towards customers has not changed.

As can be seen in Table 1, 12 of the scientific researches included in the study are graduate theses, 20 of them are articles and 5 of them are papers. 26 of these studies are quantitative research and 10 of them are qualitative research. In quantitative studies, survey method was mostly used as the data collection tool. When the results of the studies are reviewed in general, it is found that there are negative relationships between the purpose and the result. In other words, corporate social responsibility activities are silence practices in accommodation businesses. It is seen that it is not yet fully understood in accommodation businesses. However, it has been determined that the studies on the concept of corporate social responsibility in the last five years have gained momentum compared to previous years. Since the concept of social responsibility provides positive relations for both in-house employees, visiting tourists and society, it has been observed that an understanding of the necessity of implementing these activities in a sustainable way is rising.

4.2. Assessments on CSR Projects Implemented by Hotels

Popular Corporate Social Responsibility projects of the major hotel chains operating in Turkey have been determined and their scope has been assessed in Table 2.

Table 2. Corporate Social Responsibility Projects

	Project Name	The Purpose / Scope of the Project	Activities Carried Out Under the Project	Nature of the Project	Target Population of the Project	Place of Implementation of the Project	Project Contribution
HILTON HOTELS GROUP	"You Are Very Special" Project and Coastal Cleaning Project in Burgazada	An understanding of voluntary responsibility was aimed as part of 100 volunteer projects in 3 different projects working at the hotels of the Hilton group in Istanbul.	To create playgrounds and special education classes for kindergarten students. In addition, to clean the coast in Burgazada.	Ethics and Volunteering	Kindergarten Students	İstanbul-Münir Nurettin Selçuk and Sultantepe Secondary Schools / Burgazada	Creating playgrounds for kindergarten students and equipping educational classes.
	Employee Training Support Project	It is aimed to keep the personnel quality at a certain level.	To the employees; training on guest relations, persuasion techniques, team communication and motivation.	Ethics and Volunteering	Employees	Double Tree by Hilton Van	Keeping the employees at a qualified level thanks to the necessary training and equipment
	"A Day Around Of The World" Project	With this project organized by Hilton in the Community	Getting together with employees of Hilton Istanbul,	Ethics and Volunteering	Education Volunteers Foundation	-	With this social responsibility project, education

	Foundation, it came together for the benefit of TEGV.	Conrad Istanbul and Hilton ParkSA Istanbul hotels and their children for the benefit of TEGV		of Turkey (TEGV)		support was provided to children with the income obtained from the event held for the benefit of TEGV.
“Have You Ever Rushed To Van?” Project	Hilton Istanbul Hotel employees participated in the 34th Eurasia Marathon, and it was aimed to create a fund to help children and young people.	Participation in the Eurasia Marathon run	Volunteering	Turkey Education Foundation	the 34th Eurasia Marathon	Running revenue realized through this project were donated to the Educational Foundation of Turkey.
“Bright Blue Futures” Project	By meeting basic needs of young people such as food and shelter, it is aimed to make them feel cared and respected by providing them with stability and development of living skills and workforce training.	Bringing inexperienced young generations to the sector by training	Ethics and Volunteering	Young Generation	-	With this project, young people have been provided with the necessary infrastructure training and provided to the sector by meeting their basic needs, and it has been ensured that they contribute to the workforce.
“Zero Waste” Project	With this project, it is aimed to turn them into organic fertilizers thanks to enzymes by decomposing the paper, glass and plastic wastes formed in the hotel.	Recycling them as organic fertilizers by separating all wastes	Ethics and Volunteering	Environment	Hilton Dalaman Sangerme Resort & SPA Otel	With this project, wastes were transformed into organic fertilizers within two days thanks to enzymes, and greening studies were carried out in hotel activity areas.
“Green Star Hotel” Project	Within the scope of tourism, it is aimed to protect the environment, to develop environmental awareness, to encourage the positive contribution of touristic facilities to the environment.	Environmental awareness	Ethics and Volunteering	Hotels	*2	With this project, the harmony between the environment and the facility increases, while investments are made, an advantage is gained by making environmentally sensitive planning at the marketing stage.
“Travel with Purpose” Project	It is aimed to increase social impact investments that will enable everyone to participate and benefit from travel and to operate in a sustainable way by reducing natural resource consumption.	Raising environmental awareness and participation of people in travel.	Ethics	Society	-	In accordance with the principle of "sustainable life", Hilton hotels have become one of the exemplary model hotel businesses by making efforts to protect the environment and working to improve this awareness.

² Hampton by Hilton Kayaşehir, Adana Hilton SA, Ankara Hilton SA Otel, DoubleTree by Hilton İstanbul Moda, Hampton by Hilton Ordu, Hilton Dalaman Golf Resort & SPA, Hilton Gardenn Inn, Hilton Garden Inn İstanbul Airport, Hilton Garden Inn İstanbul Golden Horn, Hilton Garden Inn Kütahya, Hilton Garden Inn Mardin, Hilton Garden Inn Şanlıurfa, İzmir Hilton Otel, Mersin Hilton SA Otel ve Conrad İstanbul Bosphorus Otel

	Support for the "Love Fardel" Project of the Turkish Red Crescent	It is aimed to support the projects initiated by the Turkish Red Crescent in order to be with children and mothers in need.	Establishing of an aid fund to support the 'Sevgi Bohçası' project	Volunteering	Needy children and their mothers	Hilton Istanbul, Conrad Istanbul, Hilton ParkSA Istanbul Hotels	At the end of the guests' accommodation at the hotels where the project is implemented, it is aimed to transfer them to the "Sevgi Bohçası" project of the Turkish Red Crescent by adding 2 TL to their invoices as volunteering.
	"A Boy A Tree" Project	200 pine trees were aimed to plant with Marriott Ankara Hotel and Sheraton Ankara Hotel staff and hotel managers.	Planting a Pine Tree	Ethics and Volunteering	Environment	Ankara	Within the scope of this project, Marriott Ankara Hotel and Sheraton Ankara Hotel played an important role in greening the environment and contributed to the greening of the city.
	School Aid Projects	It is aimed to meet the needs of primary school students within the scope of social responsibility.	Promoting social assistance with the help of stationery, first aid supplies and clothing	Ethics and Volunteering	Primary school students	Yeşerdi Köyü Primary School	With the support of Marriott Hotel Şişli employees, business partners and guests, it is aimed to contribute to the education of students in need.
	"Footprints in Society" Project	The project aims to contribute to the future of children with autism.	Creating an aid fund to support children with autism	Volunteering	Children with autism	The Ritz-Carlton İstanbul Hotel / Atelier Real food Restaurant	With this project, 50 TL of the income from each reservation made to the Farm to Branch, which is offered at the restaurant for guests who want to spend time with family members or friends on every Sunday of the week, has been contributed to children with autism.
	"Wish Tree" Project	During the month of December, it is aimed to write the wishes of the children on red booties and place them in the Christmas tree in the lobby of The Ritz-Carlton Istanbul Hotel.	Philanthropy within the scope of social awareness	Volunteering	Children	The Ritz-Carlton İstanbul Hotel	With this project, the hotel staff and guests fulfilled at least one of the wishes on the Christmas tree, and shared the excitement of the children.
	Support Project for the Memorial Health Group's Campaign	It is aimed to support organ donation.	Support for the Memorial Health Group's Campaign	Volunteering	People with organ failure	Memorial Health Group	Raising awareness of people and creating social awareness by supporting the

							organ donation campaign
	“Support for Picture Gallery 100 Children 1000 Color” Project	It is aimed to use hotel facilities for painting exhibition in the field of culture, art and education.	Using hotel facilities for painting exhibition support	Ethics and Volunteering	Children	The Ritz-Carlton İstanbul Hotel	As a social responsibility project, it has been contributed to create the necessary perspective and social awareness.
	Humanitarian Aid Projects	It is aimed to contribute to the lives of refugee families.	Basic needs benefits	Volunteering	Refugee Families	-	With this support; blankets, winter clothes, hygiene and food packages were provided to refugee families.
		Support for the “Çorbada Tuzun Olsun” project	Support for food delivery	Volunteering	Needy-Indigent People	Taksim and its district	Food aid prepared by volunteer chefs was provided to the needy local people living in the region.
	Pioneering Education Activities for Sustainable Agriculture Project	Organizing trainings for young people studying in the cookery department	Various trainings and conferences to build a bridge between the school and the hotel	Volunteering	Students	-	Providing support for students to direct their career plans and business life
		Donating agricultural harvests to the nursery	Social solidarity in accordance with the concept of Misbahçem	Volunteering	Nursery	Göztepe Semiha Şakir Foundation Nursery	Employees of The Ritz Carlton İstanbul Hotel aim to set an example for social solidarity by donating the apple and cherry harvest they grow on the farms.
	“Earth Hour” Project	It is aimed to create awareness of the importance of electricity in our lives.	Turning off the lights between 20.30-21.30 hours	Volunteering	Guests of The Ritz-Carlton Hotel	The Ritz-Carlton Hotels	Contribution to saving electricity by turning off the lights at certain hours
DEDEMAN HOTELS	Project for Babies Born at 11:00 on 11.11.2011	The privilege program is aimed for babies born on 11.11.2011 at 11:00.	Special activities for babies born on 11.11.2011 at 11:00	Volunteering	Newborn Babies	Dedeman Hotel in Turkey	With this project, cash aid and special gifts for newborn babies, as well as the opportunity to celebrate birthdays with their families free of charge within the hotel every year until the age of 11
	“Green Star Hotel” Project	Within the scope of tourism, it is aimed to protect the environment, to develop environmental awareness, to	Environmental awareness	Ethics and Volunteering	Hotels	*3	With this project, the harmony between the environment and the facility increases, while investments are

³ Dedeman Konya Hotel&Convention Center, Dedeman Bostancı Hotel&Convention Center, Dedeman Zonguldak, Dedeman Park Denizli, Dedeman Park Gaziantep, Dedeman Park Levent ve Şanlıurfa Dedeman Otel.

		encourage the positive contribution of touristic facilities to the environment.					made, an advantage is gained by making environmentally sensitive planning at the marketing stage.
	Environment-Friendly Business Project	It is aimed to provide an environmentally friendly business service.	To contribute to recycling by collecting waste batteries	Economic and Volunteering	Environment	Dedeman Konya Hotel	Preventing the soil pollution of the batteries caused by chemicals by collecting and recycling the waste batteries within the hotel.
	Cooperation Project with the Association for the Protection of Natural Life	It is aimed to support sea turtles to survive.	Granting "deniz kaplumbağalarına evlat edinme" certificate in order not to end their 110 million years life	Volunteering	Environment	Dedeman Konya Hotel	Sending information about the health of turtles every year to individuals who are certified with this project.
RADISSON BLU HOTELS	Green Key Program Project	It is aimed to reward initiatives in environmental protection, prevent climate change and contribute to sustainable tourism.	Certification to businesses that have environmental sustainability, energy, water saving, waste management awareness	Ethics and volunteering	Environment	The Rezidor Hotels Group	Giving certificates to socially sensitive hotel businesses with this project
	Turkey Spinal Cord Injury Association Support Project Campaign with Plastic Cover	It is aimed to support the plastic cover campaign.	Support in the recycling of plastic caps	Ethics and Volunteering	Society	Radisson Blu Conference & Airport Hotel	Wheelchair donation with all of the revenues generated by the recycling of plastic caps
MOVENPICK HOTEL	Kilograms of Goodness Project	It is aimed to support education.	Providing clothing and school supplies	Ethics and volunteering	Primary school students	Şanlıurfa / Birecik Mengelli Primary School	Dress and school supplies aid for needy students

As seen in Table 2, 9 social responsibility projects of Hilton Hotels Group have been included in the study. When we review these projects, it is seen that there are ethical and voluntary projects. On the other hand, Hilton Hotels Group is seen to have successfully fulfilled its social responsibility approach towards society, environment, employees, and shareholders/owners. 9 Social Responsibility projects of Marriott Hotels Group have been included in the study. When we review these projects, it is seen that there are ethical projects, although voluntary projects are predominant. On the other hand, it is seen that Marriott Hotels Group is mainly engaged in projects related to children. In addition, contributing to student education, humanitarian projects and health projects are also observed. When we review the Hilton Hotels Group and the Marriott Hotels group together, it has been observed that both businesses carry out projects predominantly in responsibilities towards the environment, society and employees. 4 projects of Dedeman Hotels have been included in the study. When we review these projects, it is seen that there are ethical and voluntary projects as well as economic projects. We can say that Dedeman Hotels focus on environmental responsibility, among the corporate social responsibility areas; soil pollution, environmental pollution, and projects in which they carry out sustainable living principles are observed. 2 Social Responsibility projects of Radisson Blu Hotels have been included in the study. When we examine these projects, it is seen that there are ethical and voluntary projects as well as that projects are carried out with the awareness of responsibility towards society and the environment. On the other hand, 1 Social Responsibility project from Movenpick Hotels has been included in the study. It is seen that it is an ethical and voluntary project. When

we examine the projects included in the study in general, it is observed that hotel enterprises are conducting ethical and voluntary projects related to improving educational and environmental problems. These are activities, where social benefit is at the forefront in general, which will contribute to the education of children and young people, who are the future of society. On the other hand, when we examine these projects, it has been observed that voluntary activities are carried out to protect and improve the society and the environment, which encourage social solidarity, and related to reducing and preventing environmental damage.

CONCLUSIONS AND SUGGESTIONS

When the number of authors who made three separate studies about the report, thesis and article included in the study, the year was made, the purpose of the study, which sample and channel it was made on, the analysis methods and the result of the study is examined; It seems that the analyzes used are similar to each other. Instead of doing with similar analysis, with examining the different connections between versions can be achieved much different results. In CSR studies are seen that there are negative connections between the aim and the result. Thereby can be said that notion of corporate social responsibility is a silent conducted notion in the accommodation establishments and cant be understood properly yet. It is possible to say that the main reason for this result is limited of corporate social responsibility studies in the tourism industry. However, the studies on the corporate social responsibility notion for the last five years seems to increase compared to the previous years. Increasingly positive perception by employees, tourists and the people of area of social responsibility studies have been evaluated as a positive development. In an other saying, it can be said that there is an increase in awareness of CSR, businesses to focus on these studies to be beneficial for business prestige. In the direction of the results of this research, the researchers who will work on CSR in the future may be beneficial to consider of CSR notion from a wider perspective by tackle on different variables. When the application projects subject to study examined, observed that hotel businesses concentrate on projects for the improvement of education and environmental problems pursuant to ethically and voluntarily. It is observed that social benefit is at the forefront and become prominent with contributing activities for education of children and young people who are the future of society. Also, it has been determined that voluntarily conducted protection and improvement of society and the environment, encouraging social solidarity, emphasis is placed on activities aimed at reducing and preventing environmental damage. It is predicted that businesses can improve their reputation positively by turn towards to more creative studies that can contribute to the development of society and make a difference within CSR.

REFERENCES

- Aktan, C. C., & Deniz, B. (2007). Kurumsal Sosyal Sorumluluk: İşletmeler ve Sosyal Sorumluluk. İstanbul: İGİAD Yayınları.
- Altunoğlu, A. E., & Saraçoğlu, T. (2013). Kurumsal sosyal sorumluluk uygulamalarının müşteri güveni, müşteri bağlılığı ve firma imajı üzerine etkileri: Otel işletmelerinde bir inceleme. *Sakarya İktisat Dergisi*, 2(2), 69-86.
- Ataç, D. (1982). İşletmelerin sosyal sorumlulukları. *Eskişehir İTİA Dergisi*, 18(1), 101-107.
- Ateşoğlu, İ., & Türker, A. (2010). Konaklama işletmelerin sosyal sorumluluk faaliyetlerine yaklaşımı: Muğla ili örneği. *Süleyman Demirel Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*, 15(3), 207-226.
- Avcı, N., & Akdemir, I. (2014). Konaklama işletmelerinde kurumsal sosyal sorumluluk algısının iş doyumuna üzerine etkisi. *Ege Akademik Bakış Dergisi*, 14(1), 125-135.
- Aymankuş, Ş., Demirbulat, Ö. G., & Aymankuş, Y. (2016). Effect of social responsibility activities of the enterprises in accommodation enterprise preferences of potential domestic tourists. *Eurasian Academy of Sciences Social Sciences Journal*, 8, 110-134.
- Bakırtaş, H. (2005). İşletmelerde sosyal sorumluluk: Konaklama sektöründe bir uygulama. *Dumlupınar Üniversitesi Sosyal Bilimler Enstitüsü, Yüksek Lisans Tezi*.
- Bakırtaş, H., & Erdoğan, B. Z. (2010). İşletmelerde sosyal sorumluluk: Oteller üzerine bir inceleme. *Eskişehir Osmangazi Üniversitesi İİBF Dergisi*, 5(1), 97-110.
- Boğan, E. (2015). Çalışanlar tarafından algılanan kurumsal sorumluluk faaliyetlerinin örgüte güven üzerindeki etkisi: Alanya'daki dört ve beş yıldızlı otellerde bir uygulama. *Akdeniz Üniversitesi Sosyal Bilimler Enstitüsü, Yüksek Lisans Tezi*.
- Boğan, E. (2018). Algılanan kurumsal davranışsal tutarlılık ve duygusal bağlılık ilişkisinde kurumsal sosyal sorumluluk faaliyetlerine yapılan yüklemelerin aracılık rolü: Otel işletmelerinde bir araştırma. *Sakarya Üniversitesi Sosyal Bilimler Enstitüsü, Doktora Tezi*.

Boğan, E. (2020). Otel çalışanlarının kurumsal sosyal sorumluluk algısının işveren çekiciliği ve duygusal bağlılık üzerine etkisi: Kurumsal itibarın aracılık rolü. *Alanya Akademik Bakış*, 4(2), 381-398.

Boğan, E., Ulama, Ş., & Sarıışık, M. (2016). Zincir ve grup otel işletmelerinin kurumsal sosyal sorumluluk faaliyetlerini duyurmada web sitelerinin etkinliği üzerine bir araştırma: Türkiye Örneği. *International Conference On Eurasian Economies*, Kopasvar.

Bowen, H. R., & Johnson, F. E. (1953). *Social Responsibility of the Businessman*. Iowa City: University of Iowa Press.

Büyükaşvalırcı, A., Şapcılar, M. C., & Uyaroğlu, A. (2016). Kurumsal oteller ve sosyal sorumluluk projelerinin değerlendirilmesi. *Selçuk Üniversitesi Sosyal ve Teknik Araştırmalar Dergisi*, 12, 187-194.

Can, M. (2013). Zincir otel işletmelerinde kurumsal sosyal sorumluluk projelerinin değerlendirilmesi. *Afyon Kocatepe Üniversitesi Sosyal Bilimler Enstitüsü, Yüksek Lisans Tezi*.

Carroll, A. B. (1991). The pyramid of corporate social responsibility: Toward the moral management of organizational stakeholders. *Business Horizons*, 34(4), 39-48.

Carroll, A. B. (1999). Corporate Social Responsibility. *Business and Society*, 38(3), 268-295.

Çalışkan, O. (2010). Kurumsal sosyal sorumluluk algılama boyutunun personelinin iş tatminine ve işte kalma niyetine etkisi: Antalya bölgesinde yer alan beş yıldızlı konaklama işletmelerinde çalışanlar üzerinde bir araştırma. *Selçuk Üniversitesi Sosyal Bilimler Enstitüsü, Doktora Tezi*.

Çalışkan, O., & Ünüsan, Ç. (2011). Otel çalışanlarının kurumsal sosyal sorumluluk algısının iş tatmini ve işte kalma niyetine etkisi. *Anatolia: Turizm Araştırma Dergisi*, 22(2), 154-166.

Dalyan, F. (2007). C. C. Aktan içinde, "Sosyal Sorumluluğun Temelleri", *Kurumsal Sosyal Sorumluluk: İşletmeler ve Sosyal Sorumluluk* (s. 45-61). İstanbul: İGİAD Yayınları.

Esen, Ş., & Kalaycıoğlu, E. (2015). Türkiye'de faaliyet gösteren zincir otel işletmelerinin kurumsal sosyal sorumluluk açısından incelenmesi. *Doğu Karadeniz Bölgesi Sürdürülebilir Turizm Kongresi* (s. 1-9). Gümüşhane: Gümüşhane Üniversitesi Turizm Fakültesi.

Güripek, E. (2007). Otel işletmelerinde sosyal sorumluluk ve SA 8000 sosyal sorumluluk standardı. *Dokuz Eylül Üniversitesi Sosyal Bilimler Enstitüsü, Yüksek Lisans Tezi*.

Gürlek, M., Düzgün, E., & Meydan Uygur, S. (2017). How does corporate social responsibility create customer loyalty? The role of corporate image. *Social Responsibility Journal*, 13(3), 409-427.

Güzel, T. (2010). Kurumsal sosyal sorumluluk yönelimli otel işletmeleri uygulamaları. *Trakya Üniversitesi Sosyal Bilimler Dergisi*, 12(1), 285-304.

Hopkins, M. (2007). *CSR and international development*. London, UK: Earthscan., 88-108.

<https://teftis.ktb.gov.tr/TR-14704/turizm-isletmesi-belgeli-konaklama-tesislerine-cevreye-.html>

https://cr.hilton.com/wp-content/uploads/2018/02/2011_Hilton_CR_Report-2.pdf

http://www.turcev.org.tr/v2/icerikDetay.aspx?icerik_id=94

<https://www.hilton.com.tr/haberler/hilton-worldwide-calisanlari-iki-ortaokulu-donatti-burgazadada-kiyi-temizligi-yapti>

<https://www2.karar.com/van/hiltonda-egitim-gunleri-705088>

<https://cr.hilton.com/>

<https://www.ekoyapidergisi.org/1474-hilton-istanbul-bomontinin-cevreye-duyarlilik-yesil-yildiz-ile-tescillendi.html>

<https://www.turkiyeturizm.com/hiltondan-sosyal-sorumluluk-47220h.htm>

<https://www3.hilton.com/en/about/brightbluefutures.html#:~:text=Bright%20Blue%20Futures%20is%20part,on%20its%20business%20and%20communities.>

<https://www.ntv.com.tr/seyahat/hilton-dalaman-organik-atiklarini-gubreyeye-ceviriyor,0xp2xfKHsEWM-cJVN5vyHg>

<https://www.haberler.com/dunyanin-cevresinde-bir-gun-etkinligi-5054126-haberi/>

<http://www.turizmdosyasi.com/avrasya-maratonu-39nda-yardim-icin-kostular-h7390.html>

<https://www.turizmaktuel.com/haber/hilton-worldwide-ve-kizilay-dan-ortak-kampanya>

<https://www.turizmaktuel.com/haber/the-ritz-carlton-istanbul-dan-sosyal-sorumluluk-projeleri>

<https://www.turizmglobal.com/i%CC%87stanbul-marriott-hotel-s%CC%A7is%CC%A7li-hizmet-ruhu-ilkokul-yardim-projesi/>

<http://www.businessankara.com/yasam/jw-marriott-ankaradan-bir-cocuk-bir-agac-projesi.html>

<http://www.cev.org.tr/etkinlik/100-cocuk-1000-renk-resim-sergisi-the-ritz-carltonistanbulda/>

<http://sosyalup.net/dilek-agaci-projesi-16-yasinda/>

<https://www.iha.com.tr/haber-the-ritz-carlton-istanbuldan-organ-bagisi-kampanyasi-269245/>

<https://www.turizmaktuel.com/haber/the-ritz-carlton-istanbul-dan-toplumsal-farkindaliga-anlamli-destek>

<https://www.hurriyetdailynews.com/istanbul-goes-dark-for-earth-hour-80315>

<https://www.turizmaktuel.com/haber/dedeman-konya-yesil-yildiz-aldi>

<https://www.haberler.com/dedeman-dan-11-11-11-surprizi-3118941-haberi/>

<https://www.turizmaktuel.com/haber/radison-blu-otellerine-yesil-anahtar>

<https://www.turizmekstra.com/haber-detay/engelsiz-bir-yasam-icin-591c1ff8014d4>

<https://www.turizmajansi.com/haber/movenpick-hotel-istanbul-dan-kilolarca-iyilik-projesi-h19775>

İçigen, E. T., Çevik, B., & Doğan, O. (2016). Türkiye'de faaliyet gösteren uluslararası konaklama işletmelerinin sosyal sorumluluk uygulamalarının incelenmesi. *Mediterranean Journal of Humanities*, 6(2), 299-310.

Kutluk, A., & Avcıkurt, C. (2015). Sosyal pazarlama kapsamında kurumsal sosyal sorumluluk projeleri: Zincir Otel İşletmeleri örneği. *Doğu Karadeniz Bölgesi Sürdürülebilir Turizm Kongresi* (s. 712-722). Gümüşhane: Gümüşhane Üniversitesi Turizm Fakültesi.

Mirzayeva, G., Çivelek, O. M., Gök, D. K., & Batman, O. (2016). Turizm işletmelerinde sosyal sorumluluk yaklaşımları: 4 ve 5 yıldızlı konaklama işletmeleri üzerine bir araştırma. *TÜBAV Bilim Dergisi*, 9(4), 23-30.

Mohan, A. (2003). *Strategies for the management of complex practices in complex organizations: A study of the transnational management of corporate responsibility*. University of Warwick, United Kingdom, Cited in Bakker et al., (2005).

Özçoban, E. (2010). Türkiye'de turizm endüstrisinde sosyal sorumluluk kampanyaları: T. C. Kültür ve Turizm Bakanlığı'nın yeşil yıldız uygulaması ve Calista Otel örneği üzerine ampirik bir çalışma. Ankara Üniversitesi Sosyal Bilimler Enstitüsü, Yüksek Lisans Tezi.

Özdoğan, Y. G. (2018). Otel çalışanlarında kurumsal sosyal sorumluluk (KSS) ve kalite algısı ilişkisi. Aydın Adnan Menderes Üniversitesi Sosyal Bilimler Enstitüsü, Doktora Tezi.

Özdoğan, Y. G., & Çolakoğlu, O. E. (2018). Otel işletmelerinde kurumsal sosyal sorumluluk uygulamaları: Kuşadası Örneği. *International Journal of Contemporary Tourism Research*, 2(2), 76-91.

Özgener, Ş. (2004). *İş ahlakının temelleri*. Ankara: Nobel Yayın Dağıtım.

Pelit, E., Keleş, Y., & Çakır, M. (2009). Otel işletmelerinde sosyal sorumluluk uygulamalarının belirlenmesine yönelik bir araştırma: Yönetim ve Ekonomi. *Celal Bayar Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*, 16(2), 19-30.

Rahman, M. (2019). *Public-private partnership for corporate social responsibility (CSR-PPP) : A focus on Turkey*. University of Istanbul Commerce Social Sciences Institute, Master Thesis.

Sağır, M., & Türkeri, İ. (2015). Turizm işletmelerinde stratejik boyutları ile kurumsal sosyal sorumluluk uygulamaları: Örnek İncelemeler. *Süleyman Demirel Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*(22), 283-314.

Sağır, M., Gönülölmez, A., & Göktaş, L. S. (2017). Konaklama işletmelerinde kurumsal sosyal sorumluluğun çalışan memnuniyeti algısına etkisi: Konya ilinde bir araştırma. *Uluslararası Sosyal Araştırmalar Kongresi (UŞAK)*, (s. 1023-1033). İstanbul.

Saraçoğlu, N. T. (2013). İşletmelerde kurumsal sosyal sorumluluk uygulamalarının müşteri güveni, müşteri bağlılığı ve firma imajı üzerindeki etkileri : Otel işletmelerinde bir uygulama. Adnan Menderes Üniversitesi Sosyal Bilimler Enstitüsü, Yüksek Lisans Tezi.

- Şimşek, B. (1999). Yöneticilerin çalışanlara karşı etik sorumlulukları. Dokuz Eylül Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, 1(3), 69-86.
- Tahtasakal, M., & Bişkin, F. (2017). Konaklama işletmeleri çalışanlarının kurumsal sosyal sorumluluk faaliyetlerini algılamaları: Double Tree by Hilton Malatya örneği. The First International Congress on Future of Tourism: Innovation, Entrepreneurship and Sustainability, (s. 441-451). Mersin.
- Torlak, Ö. (2001). Pazarlama Ahlakı. İstanbul: Beta Yayınları.
- Türker, N., & Uçar, M. (2013). Konaklama işletmelerinin sosyal sorumlulukları. İşletme Araştırmaları Dergisi, 5(3), 155-183.
- Ünlübulduk, S. N. (2019). Konaklama işletmelerinde kurumsal sosyal sorumluluk faaliyetlerinin analizi: Borsa İstanbul konaklama işletmeleri ve marka değeri en yüksek uluslararası konaklama işletmeleri karşılaştırması. Mersin Üniversitesi Sosyal Bilimler Enstitüsü, Yüksek Lisans Tezi.
- Ünlübulduk, S. N., & Karadeniz, E. (2020). Konaklama işletmelerinde kurumsal sosyal sorumluluk faaliyetleri: Dünyada marka değeri en yüksek konaklama işletmeleri ile Borsa İstanbul konaklama işletmelerinin karşılaştırmalı analizi. Seyahat ve Otel İşletmeciliği Dergisi, 17(1), 124-140.
- Ürkmez, M. (2020). Kurumsal sosyal sorumluluk faaliyetlerinin algılanan değer, müşteri tatmini ve satın alma niyeti üzerindeki etkisi: Sarıgerme'deki otel işletmelerine yönelik bir araştırma. Muğla Sıtkı Koçam Üniversitesi Sosyal Bilimler Enstitüsü, Yüksek Lisans Tezi.
- Yeşiltaş, M. (2014). Kurumsal sosyal sorumluluk algısının örgüt temelli öz saygıya etkisinde algılanan örgütsel prestijın aracılık rolü. Gazi Üniversitesi İktisadi ve İdari Bilimler Dergisi, 16(1), 118-144.
- Yılmaz, H., & Yılmaz, S. (2016). Corporate social responsibility in hotel businesses. Anadolu University Journal of Social Sciences, 16(1), 89-100.
- Yorulmazer, G. (2016). Kurumsal sosyal sorumluluk algılamaları: Otel çalışanları ve turistler üzerine bir çalışma. Akdeniz Üniversitesi Sosyal Bilimler Enstitüsü, Yüksek Lisans Tezi.
- Yorulmazer, G., & Doğan, O. (2017). Turizm işletmelerindeki kurumsal sosyal sorumluluk uygulamalarının satın alma niyeti üzerindeki etkileri: Turistlere yönelik bir araştırma. Gümüşhane Üniversitesi Sosyal Bilimler Enstitüsü Elektronik Dergisi, 8(21), 49-75.