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CORPORATE RESPONSIBILITY IN THE TOURISTIC AREA AND ITS INFLUENCE ON CUSTOMER TRUST

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Abstract

Today's society experiences a growing interest in social problems. This leads to the need for companies to assess their impact on the environment, in its social, environmental and economic dimensions. As a result, organizations are incorporating social practices that are used as variables of marketing to attract and retain customers. In this context, the purpose of the present study is twofold; namely to analyze the organizational culture change of the hotels directors because of the requirements of Corporate Responsibility (CR) and to assess the impact of CR on corporate image and the tourists' trust.

To achieve these objectives, two empirical studies have been developed. These involved 9 directors and 702 customers of hotels in touristic areas of Spain. The data have been analyzed with SPSS and PLS Graph statistical programs. The results of the study reveal the importance of CR actions to increase the probability of a customer's service experience becoming a positive result.

Key words: corporate responsibility, environment, stakeholders, sustainable development, tourism

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