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INVESTIGATION OF THE CORPORATE SOCIAL RESPONSIBILITY CONTENTS OF ACCOMMODATION BUSINESS WEBSITES: ANTALYA CASE

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EXTENSIVE SUMMARY

The main objectives of the enterprises are to make profit and reach their commercial targets. In the first half of the twentieth century, companies' goals focused on high profitability and on making owners and other shareholders happy, but in the middle of the century, they faced the fact that they were responsible to employees, competitors, society, consumers, the environment and other segments of the company. From this point of view, the enterprise is not only an organization whose aim is to pursue economic interests, but also its social obligations to its stakeholders as an organization. In recent years, businesses in almost all sectors have realized that sustainable business success cannot be achieved by focusing only on increasing short-term profits. The impact of social responsibility on long-term community welfare has become accepted by all segments of society. In order to contribute to sustainable development, it is important for all sides of society that they contribute to economic development and increase competition levels, and on the other hand, they give importance to natural environmental sensitivity, social responsibility and consumer rights. Accommodation businesses, one of the most important elements of the tourism sector, have increased their social responsibility activities in parallel with the changing tourist / customer demands and have started to show themselves more in environmental, social, economic and similar activities that concern the society. Corporate social responsibility is a phenomenon in which businesses acquire goals for sustainability, but it is a concept that goes back to the past. This concept, which ensures the sustainability of institutions and expresses the obligations they must fulfil against the society to which they owe their assets, has come before the institutions in different ways at different times. When the relevant literature is examined, it is noteworthy that there are various definitions made about the concept of CSR, but there is not a single universally accepted definition. The concept of corporate social responsibility is defined as the entirety of the obligations of companies to improve their community life by setting policies, implementing, deciding and implementing their policies in accordance with their own goals as well as their social expectations and values. In the tourism sector, CSR can be defined as a guiding business policy for tourism enterprises to integrate their social and environmental concerns into their business missions, strategies and operations as well as their interactions with stakeholders. The aim of this study is to analyse the contents of the Corporate Social Responsibility (CSR) activities on the websites of five-star hotels and first-class holiday villages operating within the borders of Antalya Province. The population of the research consists of five-star hotel enterprises and first class holiday villages with tourism enterprise certificate operating in Antalya province. In the study, the contents of corporate social responsibility activities in the web sites of accommodation establishments are classified as "general, environment, society, consumers, employees and others". The CSR contents under the other classification are examined under the headings of responsibilities towards suppliers and competitors, responsibilities in the field of health, sports and cultural responsibilities, responsibilities regarding

internal and external education and responsibilities towards the state. . In the study, a total of 330 accommodation establishments operating within the province of Antalya were taken into consideration and the information of the accommodation companies in the study was obtained from the web pages of the Ministry of Culture and Tourism, General Directorate of Investments and Enterprises. Analysis of the data was performed by frequency analysis, Mann-Whitney U ve Kruskal Wallis tests. According to the findings obtained from the analyses; the lowest level of CSR content on the web sites of the accommodation companies examined was “against employees (8.8%) and society (11.8%). It has been also determined that there is a statistically significant difference between the type of enterprise and the location in which it operates and the contents related to corporate social responsibility applications of the accommodation enterprises’ web sites in the scope of the study.

Accommodations business, which are one of the most important pieces of Turkey's tourism websites examined in terms of CSR activities, to contribute to the observed gap in the literature reveals the importance of the study .However, as in all other studies on the review of website content, the possibility of changing and updating websites may be stated as the limitation of the study. The data obtained in the research may become problematic in terms of validity and reliability in case of change or update of the website of one or more accommodation establishments within the scope of the study. For future studies, web site reviews with a larger sample, studies that will cover the use of various social media channels in the context of corporate social responsibility practices of other businesses operating in the accommodation and tourism sectors (eg. travel agencies, transportation enterprises, etc.) may be proposed to the researchers.