

SUSTAINABILITY AND POVERTY ALLEVIATION IN DEVELOPING COUNTRIES

The Rol of the Hotelier and the Researcher

*Xavier Font
Leeds Metropolitan University
Leeds - Reino Unido*

This article reflects on the process of sustainable change that took place within a project in Colombia to improve the contribution of hotels towards poverty alleviation. Most donor projects for poverty alleviation are community based projects, usually business start-ups, or capacity building of small firms. A forgotten area of research and practice has been the benefits of the supply chains of hotels and other tourism companies, particularly in mass tourism destinations. This action research project considers the behaviour of hotels towards their corporate social responsibility, and the meaning of actions taken and planned as the outcome of a workshop.

KEY WORDS: *supply chain management, hotels, Colombia, sustainability.*