

CORPORATE SOCIAL RESPONSIBILITY IN THE TOURISM SECTOR
A Case Study in an Accommodation Company from the City Santa Marta, Colombia

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The interest that has generated the study of Corporate Social responsibility (CSR) in the academic world over the last decade is clear. However, in the scientific literature are scarce the jobs and sectorial researches in the subject and even more in companies of the tourism sector. Under this context, and in order to contribute to the analysis, discussion and construction of epistemic-practical models of CSR in tourism, an applied research was carried out to a company in the hotel sector of the city of Santa Marta, Colombia. An extensive review was done of the literature related to the theories and models of CSR management and it was determined to apply the case-study method for the respective empirical research. As a result, the study shows a business diagnosis and a proposal for improvement in the field of CSR to the hotel. It is concluded that the company is closer to the proactivity than the legal reactivity, since it began to carry out practices of Social responsibility that are not obliged to perform by law. Similarly, it applies a type of tactic of social responsibility and has a medium level of social responsibility assessed quantitatively with a 3,5 and qualitatively as acceptable. The present research, pioneer in the subject of study at the geographic context of action, was applied to the hotel with the most historic recognition in the city.

KEY WORDS: *Corporate Social Responsibility, tourism, analysis, improvement plan.*