

CORPORATE SOCIAL RESPONSIBILITY IN THE HOTEL INDUSTRY OF BUCARAMANGA-COLOMBIA

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This paper aims to the evaluation of the corporate social responsibility profile based on the analysis of the practices and operations developed at the hotel industry in Bucaramanga. Results were obtained using a group of 32 hotels grouped in the Santander Chapter of the Asociación Hotelera y Turística de Colombia –COTELCO- where a total of 40 variables were measured to obtain the interest profiles of their actions. The results obtained allowed to analyze the kind and level of CSR in the industry, also it was possible to establish the existence of a dominant group of hotels which leader de dynamics of CSR actions. There was also possible to draw a baseline which supports the design and implementation of a particular management CSR model in further work.

KEY WORDS: *corporate social responsibility, hotels, profiles, strategies*