

CORPORATE SOCIAL RESPONSIBILITY IN THE TOURISM SECTOR

A Study at a Theme Park in Santa Catarina – Brazil

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One of the ways that organizations use to reduce its negative impacts and give back to society gains they get through it is with the application of the theory of corporate social responsibility. This reality also affects the tourism sector, which causes a strong impact on society and the environment. For this reason, organizations working in the tourism industry need to develop their activities in order to contribute to the development of sustainable tourism in their localities. This research aims to analyze the perceptions of stakeholders about the practices of Corporate Social Responsibility (CSR) of a Brazilian theme park in the light of theoretical models of Carroll (1991), which regards economic, legal, ethical and philanthropic responsibilities, and Schwartz and Carroll (2007), which encompasses the elements of value, balance and accountability. This is a descriptive research, using qualitative and quantitative approaches, in which the strategy of descriptive case study was applied. The results revealed that the investigated theme park acts in a socially responsible manner, in the view of its stakeholders, through various actions, which are in accordance with the variables of the theoretical models and thus practicing sustainable and responsible tourism, and finally, that there is a relationship between the two studied models, proving what their respective theories claim.

KEY WORDS: *tourism, corporate social responsibility, stakeholders, theme parks, mixed methodology, Beto Carrero World Park.*