

**GHANA INSTITUTE OF JOURNALISM
(SCHOOL OF GRADUATE STUDIES)**

**THE TYPOLOGIES OF CSR ACTIVITIES AMONGST HOTELS IN
GHANA: A CASE STUDY OF HOTELS IN CAPE COAST**

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**A LONG ESSAY SUBMITTED TO THE SCHOOL OF GRADUATE STUDIES AND
RESEARCH IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE
AWARD OF MASTER OF ARTS IN DEVELOPMENT COMMUNICATION.**

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DECLARATION

Candidate's Declaration

I hereby declare that this thesis is the result of my own original research and that no part of it has been presented for another degree in Ghana Institute of Journalism or elsewhere.

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Supervisor's Declaration

I hereby declare that the preparation and presentation of the thesis was supervised in accordance with the guidelines on supervision of thesis laid down by the Ghana Institute of Journalism.

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ABSTRACT

Corporate Social Responsibility is thought of as the procedure by which associations adjust their practices to the necessities of their partners, for example, their clients and speculators just as their representatives, providers, networks, controllers, particular vested parties, and society overall. The main purpose of this study is to examine the CSR initiatives undertaken by Ghanaian hotels as well as some empirical evidence on CSR in the Ghanaian context will be explored. After the study it was concluded that hotels do organise cooperate social responsibilities but not often and if they do they normally do it for the poor in the community within which it is situated but not the entire country or world hence they do not pay particular attention to the environment or nature as a type of CSR. The main barrier to the implementation of CSR is mostly form the willingness of the owners.

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DEDICATION

This long essay is dedicated to my dearest mother Cecilia Amoakohene and my lovely sisters Addowaa and Afrakoma. Their encouragement and support gave me a reason to overlook the stress and finish this project successfully. Special dedication also to Mr Patrick Kofi Amoako who assisted me to gather data for this study and proofread my work. God Almighty bless them all bountifully.

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CHAPTER ONE

INTRODUCTION

Background of the Study

The idea of Corporate Social Responsibility (CSR) was first presented by Bowen (1953) in his book *Social Responsibilities of the Businessman*. From that point forward, it has become a mainstream theme in the corporate world and accordingly, numerous investigations have been directed dependent on the idea. Various terms have been utilized to allude to corporate social duty. These terms incorporate maintainability, business morals, partner the executives, corporate obligation, corporate social execution, corporate soul, corporate citizenship, social execution, or supportable dependable business (Carroll and Shabana, 2011). Corporate Social Responsibility is considered as the obligation of an association to make riches in manners that keep away from mischief to, secure, or upgrade cultural resources (Steiner and Steiner, 2006). Corporate Social Responsibility should, subsequently, be thought of as the procedure by which associations adjust their practices to the necessities of their partners, for example, their clients and speculators just as their representatives, providers, networks, controllers, particular vested parties, and society overall (Oppong, 2014a). Along these lines, CSR establishes non-administrative intercessions for tending to a portion of the formative difficulties that the nation faces.

Corporate Social Responsibility is requested into humanitarian, good, legal, and monetary obligations as indicated by Carroll's (1991) model. Thusly, the neighbourliness business (inns) must proposal back to the systems and satisfy all accomplices by totally enamouring in CSR practices. Eventually, just associations that have the real creation see handle the triple primary concern however the subject of efficiency remains at the forefront of the associations with the legal affirmation (Dess et al., 2010). Appropriately, if CSR is to add to changing an association's standard approach, it is shielded to express that it ought to be

more than an obligation; from this time forward it should above all, be a framework (Hediger, 2010).

After mindful evaluation of different implications of CSR, Amponsah-Tawiah and Dartey-Baah (2011, p. 108) portray the thought as: "the imperative decision of a relationship to wilfully catch up on the social factors that have the ability of militating against the fulfilment of corporate destinations." This meaning suggests that CSR is being maintained as having only an underhanded impact on cash related execution on organization. Ofori and Hinson (2007) declared that associations in Ghana centre around a few zones, for instance, preparing, prosperity, regular damage, human administrations, customer protection and noble cause and that solitary the assistants of multinationals are vital, good, and good in their approach to manage CSR.

The Ghanaian expert work environment is varying. There are compelled commitment associations, associations confined by guarantee, non-Ghanaian associations joined up with Ghana as outside associations, similarly as state-asserted undertakings. Moreover this, there are furthermore different relationship as associations and co-specialists similarly as different un-joined associations, for instance, sole proprietorships, that exhibition practically like organizations. Regardless of the way that there is no single report or law on CSR, there are an extent of approaches, laws, practices and exercises that all in all give a structure to administering CSR in Ghana (Ofori and Hinson, 2007; Ofori, 2008). Nevertheless, colossal extension gathering, media transmission and mining associations, for instance, MTN, Valco, Goldfields, and AngloGold have been instrumental in the social improvement of the country. Without a lone CSR structure, intentional relationship, for instance, Corporate Social Responsibility Movement (CSRМ) and CSR Foundation both fight that advantage expansion should not to be the single objective of Ghanaian associations.

Notwithstanding such conviction, there are of different social and regular issues, for instance, environmental defilement, business related common liberties abuses, and the formation of imperfect and hazardous product which all around lead to customer weights or strain on the overall prosperity organizations. All these are social issues are consistently highlighted by the Ghanaian media.

Regardless of the way that a couple of examinations have focused on the monetary business (Ofori, Nyuur, and S-Darko, 2014) and over different ventures (Oppong, 2014a), most of the specific assessment upped to this point have been done in the turn of events and mining territories (Boon and Ababio, 2009; Owusu-Manu, Badu, and Otu-Nyarko, 201).

Unfamiliar claimed firms working in Ghana may be by and large determined by the OECD rules to partake in CSR; strangely, there are no such standards for Ghanaian-had firms that either honestly or morally encourage them to organize CSR. Most lodgings in Ghana are not unfamiliar claimed thus they don't generally play out any CSR consequently the motivation behind this examination.

Inferable from the current developmental issues (Killick, 2010; Songsore, 2011), CSR exercises will in the overall focus on guidance, prosperity, condition, social endeavor, and sports headway. Likewise, clear CSR exercises can be found in preparing and human capital unforeseen development, mining systems, sports, and waterfront organizes near the toward the ocean oil and gas creation workplaces. Regardless, there is a shortage of precise evidence on the association among CSR and corporate monetary execution in the Ghanaian setting.

Regardless, the obliged exploratory verification suggests that no relationship exists among CSR and corporate budgetary execution (Ofori et al., 2014; Oppong, 2014a). One explanation gave is that it is perhaps prior budgetary execution that chooses the enthusiasm and significance of CSR exercises in the Ghanaian setting (Oppong, 2014a). It moreover,

perhaps, explains why Ghanaian Hotels, of which the bigger part has lower capital base and advantage, hardly partake in CSR exercises similar with the overall affiliations.

Statement of the Problem

Cooperate Social Responsibility has been presented as a concept through which businesses in the tourism industry can adopt to achieve sustainable growth and poverty reduction (Jones et al., 2016). Cooperate Social Responsibility practices among organizations have increased due to the understanding of CSR's contribution to society. In the same vein, Ofori and Hinson (2007) explained that the concept of CSR usually goes beyond profit growth to include company's responsibilities to a broad range of stakeholders including employees, customers, community and the environment. Similarly, the United Nations World Tourism Organization (UNWTO, 2015) asserted that through CSR, tourism businesses could significantly engage in responsible business practices and contribute towards achieving the sustainable development goals, which is especially relevant for developing nations.

A considerable number of studies have focused on different perspectives of CSR in the hospitality sector of the tourism industry in developing countries (Bello, Banda, and Kamanga, 2017; Bill, 2012, Mensah, 2007, Melubo, Lovelock & Filep, 2017; Nwokorie & Obiora, 2018, Nyahunzvi, 2013). For instance, Bello et al. (2017) examined CSR practices in the hospitality sector of Malawi. Using the triple bottom line approach, they established that most hoteliers in Malawi are not aware of CSR in its entirety and the dominating CSR practices are mostly concerned with the social aspects. Nwokorie and Obiora, (2018) studied sustainable development practices of 15 hotels in Nigeria. The authors found that the 15 hotels have not embraced sustainable development practices in their host communities. Melubo et al. (2017) explored CSR in the Tanzanian tourism industry using institutional theory as their analytical framework. The study that understanding embedded local

institutional conditions is critical not only in shaping the uptake of CSR practices but also in enhancing businesses' legitimacy and social license to operate.

Within the context, studies have been conducted on CSR in the hospitality sector in Ghana such as (Bill, 2012; Mensah, 2007). For example, Bill (2012), conducted a comparative qualitative study on ten chained and non-chained hotels. She established that CSR strategies and initiatives adopted by the sampled hotels are more geared towards social aspects of the community rather than environmental or economic. Also, Mensah (2007) explored the environmental management practices in hotels in Ghana based on a survey of 52 managers of various categories of hotels in the Greater Accra Region. This study mainly focused on one scope of CSR ignoring other important aspects, especially the societal and economic impacts of those hotels.

Previous studies on CSR in the hospitality sector have focused on examining CSR sustainable development in the hospitality sector hence the need for this study in investigating how the CSR practices of the two hotels contribute to sustainability in tourism.

Purpose of the study

The main purpose of this study is to examine the CSR initiatives undertaken by Ghanaian hotels as well as some empirical evidence on CSR in the Ghanaian context will be explored.

Objectives of the Study

The objectives of the research are:

- a) To examine how CSR is conceptualized in some selected Ghanaian hotels.
- b) To examine the motivating factors that influence some selected Ghanaian hotels to adopt CSR initiatives.
- c) To examine the motivating factors that influence some selected Ghanaian hotels to implement their CSR initiatives.

d) Identify the barriers that mitigate the implementation of CSR amongst the selected hotels in Ghana.

Research Questions

The objectives of the research are:

- a) How is CSR conceptualized in some selected Ghanaian hotels?
- b) What are the motivating factors that influence some selected Ghanaian hotels to adopt CSR initiatives?
- c) What are the motivating factors that influence some selected Ghanaian hotels to implement their CSR initiatives?
- d) What are the barriers that mitigate the implementation of CSR amongst the selected hotels in Ghana?

Significance of the Study

During the ascent of environmentalism, there was a conversation on the supportability of mass the travel industry. Since the travel industry gave off an impression of being a developing business; it grew universally, and the negative impact it had on nature turned out to be increasingly more notable (Holden, 2008). Subsequently, UNWTO (2016) expressed that CSR is a through which the travel industry organizations can alleviate the negative effects of the travel industry and furthermore add to manageability. Subsequently, this investigation will make mindfulness and fill in as a source of perspective to lodgings on how their CSR activities can add to maintainability.

Bill (2012) found that a large portion of the Ghanaian claimed inns needed more information on CSR; consequently, they didn't see the need to rehearse CSR. This investigation will, hence, help get more entertainers required by making mindfulness on the advantages and significance of CSR to the travel industry organizations, for example, lodgings and travel and visit administrators. Concentrating on CSR in the cordiality segment

of the Ghanaian the travel industry, this examination will additionally give the Ghanaian government, the Ministry of Tourism, Culture and Creative Arts, Ghana Tourist Authority, and Ghana Hoteliers Association with techniques, methodologies, and strategies which ought to be provided more accentuation so as to utilize CSR to accomplish manageability in the travel industry. Since there are insignificant examinations in the zone of CSR in the Ghanaian the travel industry, this exploration will add to the information accessible on this theme and fill in as a perspective for additional exploration.

Delimitations of the Study

The study will be delimited to two hotel companies on public and another private that have branches across Ghana. The scope will only be the branches of these two hotels in the Greater Accra Region.

Organisation of the rest of the study

The study will consist of four chapters. Chapter one covers the background to the study, the statement of the problem, the purpose of the study, the research questions, significance of the study, limitations and delimitations. The second chapter will constitute the review of related literature of the study. Chapter three will form the research methods and procedures for conducting the study. It will describe the research design, population, sample and sampling techniques as well as research instruments. It will also discuss the data collection and analysis procedure. The fourth chapter will be the conclusion. It will unfold the emerging trends from the study so as to bring out the key findings of the study and draw conclusions as well as give recommendations.

CHAPTER TWO

LITERATURE REVIEW

Cooperate Social Responsibility in Ghana

Ofori and Hinson (2007) in their investigation discovered that even though indigenous organizations know about the idea of CSR, they buy in less to the contemporary thought of CSR. That is, they are less strategic, good and moral in reviewing when contrasted with globally associated organizations.

In their investigation, Atuguba and Dowuona-Hammond (2006) in the part of CSR and law, seen that, there are no detailed CSR laws in Ghana. Anku-Tsedde and Deffor (2014) recommend that despite the fact that CSR is to an enormous degree impacted by different administrative systems in Ghana, its productivity is regularly antagonistically influenced by insufficiencies in the implementation of the significant laws and subsequently proposed that authorization offices ought to be engaged to guarantee consistence with the laws to empower a successful conveyance of CSR in Ghana.

An investigation on chief and the board mentalities on CSR and morals in Ghana by Ofori (2010), reasoned that in spite of the fact that there is no legitimate structure for CSR in Ghana, organizations are engaged with different CSR exercises like help for instruction, sponsorship of occasions and money gifts and that, supervisors and heads accept that it is significant for their organizations to be socially mindful and to be believed to carry on morally. Once more, the investigation furthermore uncovered that moral estimations of both individual supervisors and their organizations are the main considerations deciding chief's perspectives toward CSR.

Also, a report on advancing and upsetting variables in CSR usage in Sub-Saharan Africa by GTZ (2009) shows that, in Ghana, the administration's inclusion in CSR rests predominantly with the lawful measurement, which urges organizations to comply with the

law. Notwithstanding, there is no thorough CSR strategy or law in Ghana. There are an assortment of strategies, laws, practices and activities that together give the CSR system in Ghana and the administration tries to advance CSR by setting up enactment that characterizes least principles for business execution, for example, established arrangements, nearby government laws and prerequisites for ecological effect appraisals contained in a demonstration of parliament (Nyuur, Ofori and Debrah, 2014).

Cooperate Social Responsibility and the Hospitality Industry

For any business activity to flourish, it needs to satisfy its partners by thinking about the necessities of the more extensive network everywhere and act in a socially capable way (Dess et al., 2010). Along these lines, the present business ventures are generally engaged with mindful business through another business technique, which considers the triple main concern (Elkington, 1997). This inventive line includes three key perspectives which are profit, planet and individuals. Hence, organizations should accomplish manageable benefits, while diminishing ecological impression (planet), and offsetting these destinations with individuals required, from workers to the general network (Mattera and Melgarejo, 2012).

The hotel business segment is one of the key parts of the travel industry; hence, it is the one which should be the most drawn in with ecological organization. Reynolds (2013) saw that motels use a ton of benefits, for instance, water, essentialness, and non-solid things. Additionally, various inns are innate sensitive regular spaces with obviously little plan to the forward consequences of waste treatment, vitality use, transport, and customer impacts on the domain (Millar and Baloglu, 2008; Vellecco and Mancino, 2010). It has been surveyed that 75% of all-normal impacts made by the housing industry can be credited to the preposterous usage of close by and imported nondurable items, vitality, and water, followed by the releases conveyed to air, water, and soil (Robinot and Giannelloni, 2010).

Accordingly, the negative natural and social impacts of the friendliness and the travel industry adventures must be eased if the endeavours are to be supported and beneficial later on (Lynn, 2009). It has been shown that CSR exercises convey financial preferences to lodging firms, distinguishing an association among CSR and cash related advantages (García-Rodríguez and Armas-Cruz, 2007; Lee and Park, 2009). Additionally, Blešić et al. (2011) agree that improving the organization quality as a socially careful activity of hotel associations, definitely influences buyer reliability advancing support and constancy.

Corporate Social Responsibility has become an unquestionably perceptible part as a component of the travel industry's response to change and advancement. Remarkably, the travel industry associations explicitly are planning to widen their CSR occupations inside locality organizations in order to propel unforeseen development, similarly as to raise their profiles among even more normally and socially conscious travellers (McLachlan and Binns, 2014). Leon et al. (2011) agree that the cost of sitting above Corporate Social Responsibility is higher than the upsides of realizing it, as voyagers are directly at risk to consider their trip decisions dependent on characteristics, for instance, an association's Corporate Social Responsibility commitment.

In spite of the way that CSR is up 'til now a rising thought in the lodging industry, there is evidence of huge worldwide hotel networks taking an interest in CSR mechanisms (Millar, 2010). Regardless, the little and medium estimated endeavours notwithstanding everything fight with the thought and are of the conviction that it is only material to huge associations with more unmistakable resources. Merwe and Wocke (2007) set that lodgings that serve a dominantly new customer base are more arranged to realize capabilities, the travel industry on account of solicitations by their clients than those serving overwhelmingly private travellers. Furthermore, Sydnor et al. (2014) concur that the convenience business has gotten

a handle on Corporate Social Responsibility and most noteworthy friendliness organizations report taking an interest in socially careful activities.

Drivers of Corporate Social Responsibility

Corporate Social Responsibility creating highlights diverse factors that convince relationship to execute CSR (Aguilera, Rupp, Williams and Ganapathi, 2007; Lynch-Wood, Williamson and Jenkins, 2009; Muller and Kolk, 2010; Sprinkle and Maines, 2010; Mzembe and Meaton, 2014). As demonstrated by Sprinkle and Maines (2010), there are different reasons fundamental affiliations' motivations for taking an interest in socially reliable endeavours. At first, firms may have beneficent objectives whereby they simply acknowledge their Corporate Social Responsibility tries are an essential piece of being a respectable overall occupant. Moreover, affiliations may partake in Corporate Social Responsibility practices as "window dressing" to pacify distinctive accomplice social events, for instance, non-governmental organization (NGOs). Thirdly, there are potential contracting benefits: firms acknowledge that Corporate Social Responsibility empowers select, to convince, and hold agents. Fourthly, there are customer related motivations: Corporate Social Responsibility may entice clients to buy an association's things or organizations. Taking everything into account, firms may obtain cost expenses or amass increases in a bit of the general business. Fifthly, associations' regard for normal concerns can incite diminishes in progress costs. Finally, Corporate Social Responsibility may be viewed as a vital bit of an association's peril the heads tries. To this end, Corporate Social Responsibility may be a force switch for encouraging genuine or regulatory objectives.

Associations are urged to be busy with Corporate Social Responsibility practices on account of the aching to 'give something back' to the organizations in which they work; they have to get and keep up credibility from partners; and the chance of updating cash related performance (Muthuri and Gilbert, 2011). Additionally, Bill (2012) reveals that customers

and the organization together power hotels to be aware of the overall population and condition. Managerial individual characteristics, various levelled size, definitive culture, and competition are a part of the regular motivations (Bill, 2012).

Nyahunzvi (2012) similarly saw that affiliations are viewed as attempting to ensure about sensible advantages just as "the social license" to continue with business assignments by intentionally managing their social credibility. As such decisions to get Corporate Social Responsibility are much of the time influenced by the undertaking to procure affirmation from accomplices in the public eye (Sangaroon, 2011).

As a component of their duty to the discussion of CSR, Munilla and Milles (2005) try to alter and widen the Carroll (1991) and Van Marrewijk (2003) CSR structures to exhibit how different degrees of guarantee to CSR will be related to an assortment of goals and results, associating Van Marrewijk's (2003) CSR framework with Carroll's (1991) pyramid of CSR as appeared in Table 1.

Table 1: Van Marrewijk’s (2003) CSR Framework and Carroll’s (1991) Pyramid of CSR - The Interrelationship

CSR ambition level	Motives (Van Marrewijk, 2003)	CSR Categories (Carroll, 1991)
Compliance driven CSR	<ul style="list-style-type: none"> • CSR is seen as social obligation; the perception of CSR’s expenditures is that of simply a cost; • Economic responsibility is paramount. 	Legal
Profit-Driven CSR	<ul style="list-style-type: none"> • CSR is seen as a strategic initiative - using CSR to create competitive advantage and superior financial performance; • CSR’s expenditure is perceived as an investment in the creation and renewal of competitive advantage – resulting in an enhanced stream of future profits; • Economic responsibility is paramount. 	Economic
Care –driven CSR	<ul style="list-style-type: none"> • CSR is used to balance the triple bottom line of: Profits, People, Planet; • Explicitly stating that the corporation will manage for social welfare, not simply to create wealth for shareholders; • Social and/or environmental responsibility trumps economic responsibility. 	Ethical and Philanthropic
Synergistic CSR	<ul style="list-style-type: none"> • Use of CSR to attempt to create a “sustainable corporation”- that will be able to be an ongoing concern over the long run; • Social and/or environmental responsibility is strategically used to create competitive advantage and meet the corporation’s economic responsibilities. 	Economic, legal, ethical, and Philanthropic
Holistic CSR	<ul style="list-style-type: none"> • CSR is seen as a corporate culture - similar to when firm adopts a marketing, entrepreneurial, or quality orientation • Social and/or environmental responsibility is strategically used to create competitive advantage and meet the corporation’s economic responsibilities 	Economic, legal, ethical, and Philanthropic

Source: Adapted from Munilla & Milles (2005)

Boundaries to Corporate Social Responsibility

Nord (2006) shows that the political system and level of monetary improvement of a region impact levels of CSR. Campbell (2006) has seen that organizations are presumably going to act in socially careful habits, if there are strong and particularly maintained government rules, industry affiliations and private self-sufficient relationship, for instance, NGOs who engage, screen, and maintain rules and instructions. Therefore, the nonattendance of these unfavourably impacts the dedication of CSR. The accomplishment of Corporate Social Responsibility similarly depends upon the embedding of data and persuasive attitudes in the association culture. According to Keogh and Polonsky (1998), managerial exercises concerning Corporate Social Responsibility bomb when operational staff doesn't share their duty.

Similarly, an investigation by Moyeen and Courvisanos, (2012) on eight Small Medium Enterprises in Australia perceived time, money and resources as the key CSR limits. The owner/chiefs uncovered that they didn't start adding to the organization until such time they felt that they had an acceptable business. Worthington et al., (2006) found that as a result of benefit obstacles, Small Medium Enterprise owners and administrators arrange normal business worries, for instance, "sustained improvement... profitability... giving an OK thing/organization to customers" over CSR. The nonattendance of fitness and data moreover hinder Small Medium Enterprise owner/directors from considering Corporate Social Responsibility and understanding its outrage and anticipated points of interest. Likewise, it is battled that various Small Medium Enterprise owner/bosses need data concerning their social impacts, and may acknowledge that they are superfluous, so they dismissal to make any move.

In addition, different minor restrictions have been recognized including: a threat of uncertainty of their expectations; fear of deficiently realizing Corporate Social Responsibility which can provoke various issues; the assignments of Small Medium Enterprises being more subtle to partners; inconveniences in getting agents included; making a relationship with the organization; and keeping up Corporate Social Responsibility practices over the long haul (Barton, 2010). Muthuri and Gilbert (2011) derived in their investigation in Kenya that authoritative loads from the council are missing and disregard to make a circumstance supportive for the take-up of Corporate Social Responsibility in Kenya. Consequently, the take-up of Corporate Social Responsibility is by and large determined by the need to change in accordance with typical practices or duplicate 'best practice' for genuineness reasons. Kayuni and Tambulasi, (2012) highlighted that one of the hardships to Corporate Social Responsibility practices in Malawi is that there is no guaranteed venture with the organizations in issue visible evidence stage which consolidates conceptualizing. This mirrors the nonappearance of use of extensive participatory approach appropriately spending a huge amount of benefits in attempting to address the solicitations of the global population while with respect to their pre-masterminded works obtainable (Kayuni and Tambulasi, 2012).

A Unified Framework of Corporate Social Responsibility Activities

As shown before, various firms seek after various practices taking everything into account, maybe, because of the few benchmarks that exist. Conceded in OECD Report (2009), the current CSR scene is unpredictable and multi-faceted. A few activities can be referred to as defined by fluctuating codes of standard and morals all in an offer to upgrade organizations' commitment to improving social and accepted conditions, including work and other corporate rights (OECD, 2009).

So as to comprehend CSR practice as embraced by this investigation and applied to the contextual analysis, a framework has been proposed underneath. This structure attempts to consolidate the different global instruments and arrangements. Based on the Stakeholder View, the system has been organized by the particular need of different recognizable partners – representatives, clients and networks. It is additionally essential to take note of that, as shown prior, it is the perspective on this investigation that, nature comprises a significant aspect of the network. This is on the grounds that networks have their employment interlaced with nature, and consequently, any genuine harm never actually will straightforwardly or by implication influence the job of the system. Duties identifying with the world can, in this manner, be converged with the network, yet since nature is vital, it is in the perspective on the investigation to give it unmistakable consideration. The Setting is, in this way, considered in the structure as a free partner. In this system, the investigation features the partnership's obligations to different recognizable partners, for example, Employees, Customers, Communities and the Environment.

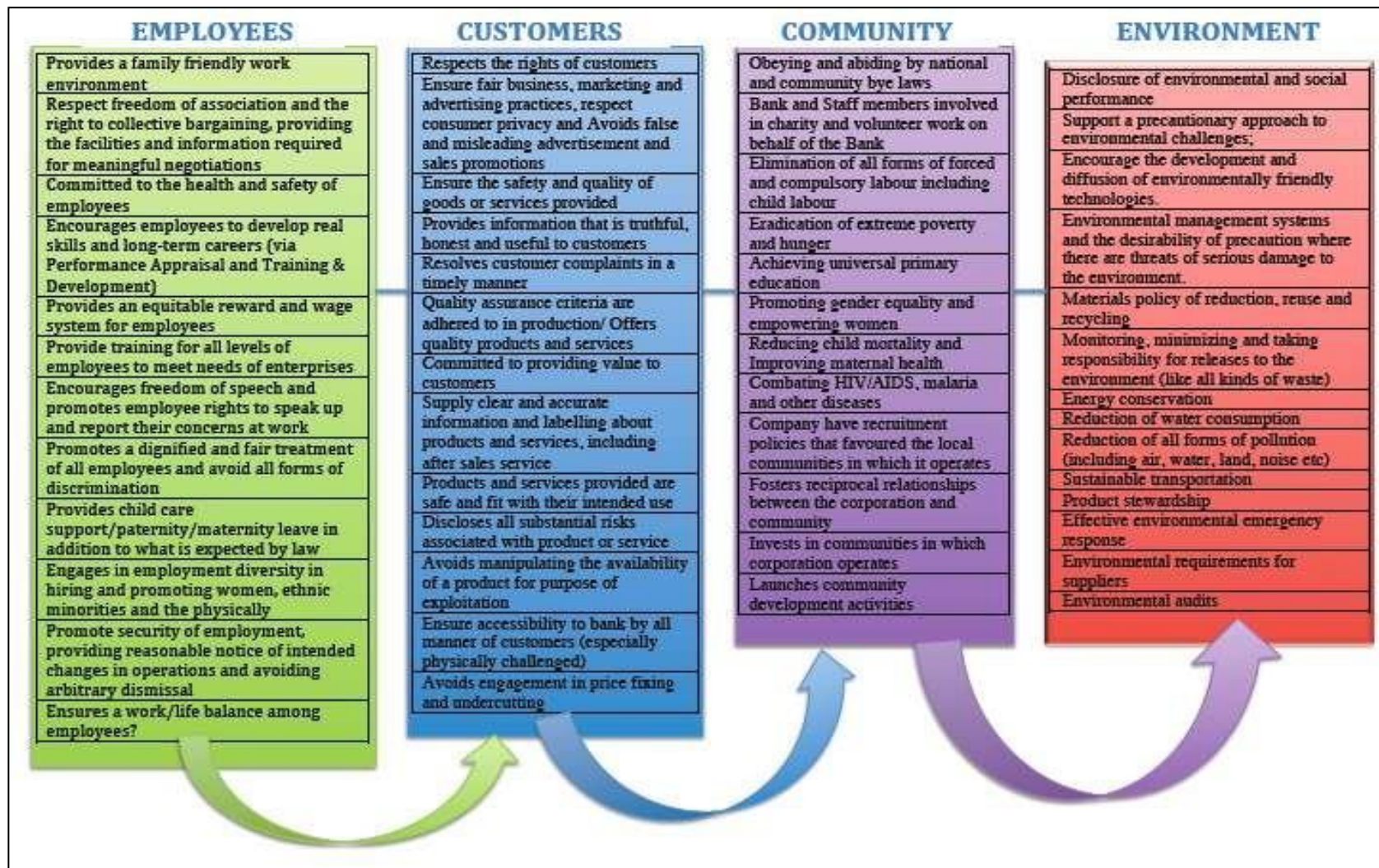


Figure 1: A Unified Framework of Social Responsibilities
 Source: Adapted Mensah (2015)

Conceptual Framework

The investigation identifies the various implications that CSR and its related ideas have expected. It has, consequently, become important to conceptualize the act of CSR as relating to the provincial financial industry in Ghana, in an approach to ease understanding. The CSR itself is in the formative stage and studies here have been exploratory naturally. Conceptualizing the act of CSR and its related exercises sets the stage for a more grounded investigation toward this path. This investigation conceptualizes that CSR exercises (yet to be recognized) are focused at some specific partner gatherings, which are inscribed, recognizable partners. In light of Clarkson's (1995) Typologies of Stakeholders (examined in Chapter Two), the investigation adjusts four basic partners, which are inscribed "Recognizable Stakeholders". The determination was done dependent on their capacity, authenticity, and desperation, as clarified in the Saliency Model of Stakeholder Classification proposed by Mitchell et al (1997).

As demonstrated before, it is the perspective on this investigation that nature comprises a significant aspect of the network. This is on the grounds that networks have their vocation entwined with nature, and subsequently, any genuine harm never really will legitimately or in a roundabout way influence the employment of the network. Duties identifying with the earth can, along these lines, be converged with the network, however since nature is essential, it is in the perspective on the investigation to give it particular consideration. The Environment is, in this way, considered in the structure as a free partner.

The investigation likewise imagines that any CSR activity embraced by the different partnerships are rotated on certain believed processes which are fulfilled in the incorporated model of Van Marrewijk's (2003) CSR Framework and Carroll's (1991) Pyramid of CSR introduced in Figure 2.

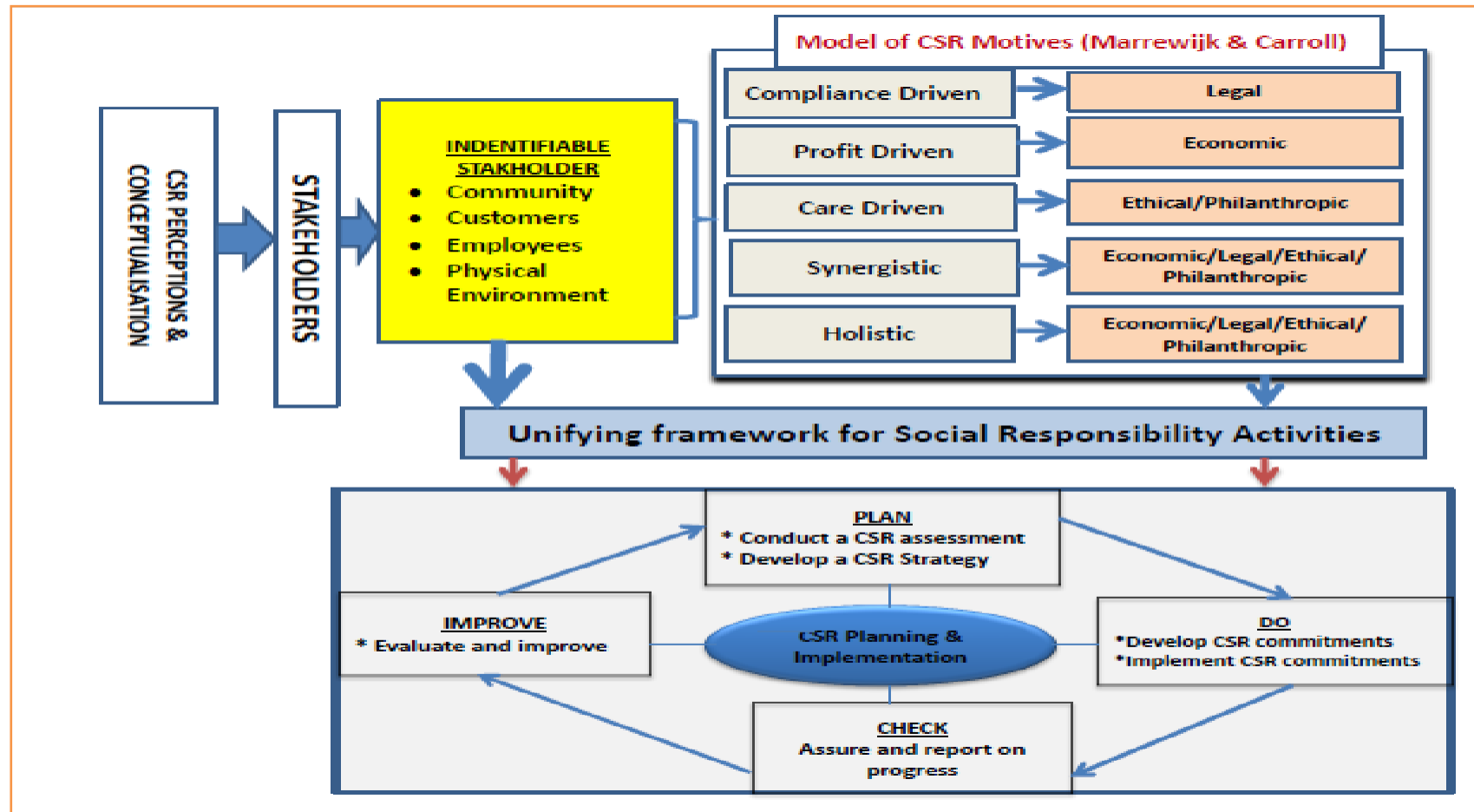


Figure 2: Conceptual Framework Source: Adopted from Mensah (2015):

Summary

This chapter also attempted to explore the logic behind the choices to engage in CSR. As indicated earlier, there is always a good reason why individuals or corporate bodies will act in one way or the other. As per the discussion in this chapter, the thesis argues that the nature and practice of CSR vary for a number of reasons. Different firms engage in different activities within different contexts and place them under the context of CSR. The chapter conclusively summarises these discussions in a conceptual framework, which will aid the analysis in this study. The next chapter discusses the research methods employed for this study.

CHAPTER THREE

RESEARCH METHODS

Introduction

In this section, the outline for the methodology will be drawn and made known together with how the data will be collected. It will also give an exposition about how the data collected will be analyzed. The following will be considered under the research methodology the research design, population, sample and sampling procedure, data collection instrument and data analysis technique.

Research Design

Burns and Grove (2003) characterize an examination plan as "a diagram for directing an investigation with greatest authority over variables that may meddle with the legitimacy of the discoveries". Parahoo (1997) portrays an exploration plan as "an arrangement that depicts how, when, and where information are to be gathered and broke down". As such, the examination configuration explains what information is required, what strategies will be utilized to gather and break down the information, and how the entirety of this will address the exploration question.

The issue under scrutiny required realities – discovering sort of exploration consequently the utilization of an enlightening study. Engaging examination was considered generally fitting for the investigation since it included the assortment of information so as to respond to questions concerning the current status of the topic under examination. The investigation will be subjective in nature. Subjective examination was some time ago observed by some as a supplement to customary quantitative exploration and just after some time did this sort of examination become equivalent with different kinds of exploration (Chrz, 2007). Nonetheless, it is sure that there isn't just one perceived approach to characterize subjective examination. Believe the subjective kind

of examination to be research whose outcomes don't have a factual character or another method of capability. Notwithstanding, other people who see the nature of this exploration not just in numbers can't help contradicting this contention. The issue remains that subjective examination is an expansive term for various methodologies. Cresswell (1998) characterizes subjective examination as a cycle of looking through that depends on various methodological customs, while scientists structure a far reaching picture and lead research in regular conditions.

Preferably, the specialist picks a subject toward the start, with the way that pre-characterizes questions, or for this situation, the difficult detailing (Hendl, 2016). During the examination itself, it is conceivable to enhance questions and somewhat change them with the way that because of this trademark, such exploration is here and there called the adaptable kind, or new. In such cases, speculations are additionally made and the analyst is compared to a criminologist, thusly, he/she should or ought to in any event attempt to acquire answers (Hendl, 2016).

In the structure of the examination new realities rise, and it is regularly important to make deductive and instinctive ends. The genuine examination and assortment frequently happen at the same time, while the analyst gathers information, investigations it, and if essential choose which information is pertinent (Jerabek, 1992). Subjective exploration is described predominantly by the point by point discoveries, and along these lines subjective examination was utilized, which empowers managing and offering path to a more noteworthy accentuation on the quality, as opposed to amount. Inside the difficult definition, expressed over, the subjective technique is by all accounts an appropriate choice.

Population

The study population will comprise of the staff of the two selected hotels. The target population will be senior staff management of the two selected hotels.

Sample and Sampling Procedure

The sample of the study was made up of 4 senior management employees of the two selected Hotels. Two respondents will be sampled on purpose from each hotel due to their roles played in the organisation in relationship to CSR which is the scope of this study. The sampling procedure that was employed was the purposive sampling technique.

Research Instrument

The principle instrument for information assortment was an interview guide. The "interview" is an overseen verbal trade (Ritchie and Lewis, 2003 and Gillham, 2000). The choice to meet for an interview infers an incentive on close to home language as information. Face to face interviewing might be suitable where the profundity of significance is significant and the examination is basically centred on picking up knowledge and comprehension (Gillham 2000, p.11; Ritchie & Lewis 2003, p.138).

Denscombe, (2006) portrayed the semi-structured interview as the outcome of open-ended questions that gives the interviewee the chance to expand on the theme under investigation. This plan was picked so as to allow the members to communicate their perspectives obviously on the issue being talked about just as to help in giving responses to the research questions.

Data Collection Procedure

Data collection is an important aspect of any type of research study. Inaccurate data collection can significantly impact on the results of a study and ultimately lead to misleading

results and conclusions (Yin, 2011). This section discusses the data collection methods and tools used for the study with sound and justifiable reasons for the choice. A further brief description of the instrument, thus the relevant items on the instrument was also included in this section. At the data collection stage, a letter of introduction was collected from the Ghana Institute of Journalism, School of Graduate Studies to enable me seek permission from the Manager to undertake a study at the selected hotels. After this, I personally visited the hotel again to obtain the list of staff that deal with CSR to enable me draw my sample. The interview was therefore, held in a period of five working days. Time and dates were arranged to suit all the participants and questions for the interview focused on the research objectives. Participants were made aware of the intention to audio record the interviews. The interviews were conducted in a relaxed manner, which gave both the researcher and the participants' confidence to ask and answer questions appropriately. Having obtained the information from the sample, it was transcribed and analysed as suggested by Barbour (2007). The discussion of the results was done in line with the research questions that guided the study.

Data Analysis

The data collected will be transcribed and analyzed by using the “quote research” where quotes from the interview was used as illustrative or confirming examples and are again related to the literature already gathered. The discussion of the results was done in line with the research questions and objectives that guided the study.

Limitations

The limitations of this investigation will fundamentally be with the hard to get to the significant individuals ready to partake and offer responses to the survey questions for this investigation and furthermore the chance of an uncooperative disposition comprising in refusals

to acknowledge interviews and not ready to respond to all inquiries, regardless of whether they acknowledge. Concerning this limitation, I need to acknowledge that it is hard to track down and fix interviews with a portion of the top directors of the selected lodgings because of their work routines and gatherings they go to day-in-day-out. For the notoriety of the lodgings to be held up high there is the probability that the interviewees might need to lie, misguide, or not have any desire to answer a portion of the inquiries by any means. Hence, I will most likely be unable to get significant data for my investigation with respect to the manner in which corporate social duty is conceptualized in the selected hotels. To beat these restrictions I should plan a portion of the meetings during late night or be eager to make a trip to the area of decision of the interviewee to direct the meeting. I additionally caused the interviewees to comprehend the specific motivation behind the investigation which is just for scholastic reason and guaranteed them of secrecy. On the issue of secrecy I made them mindful of the utilization of a voice adjusting programming which would make their voice diverse subsequently won't prompt them consequently support their assurance to offer valid and satisfactory responses important for the investigation .

Ethical Issues

The postulation is copyrighted and as per the Regulations of Ghana Institute of Journalism, the guidelines identified with research morals were maintained. Also, all logical and abstract sources were utilized by legitimate and interior guidelines and are hence recorded toward the finish of the entire proposal in the reference area. The support of all members was altogether deliberate and all data about the motivation behind the investigation was conveyed ahead of time so the members could show signs of improvement familiar with the inquiries and in this manner comprehend the reason for the exploration itself. This is identified with consistence with the

protection and treatment of individual information all things considered. This implies research members know about the utilization and exposure of the meetings that were directed with them inside the structure of the top to bottom meetings and the way that all meetings with them were recorded. They were additionally solicited whether they comprehend the reason from the investigation venture. Members could leave the exploration whenever and just as not answer questions, which they discovered to be undesirable or improper. All members of the subjective investigation, for this situation the meetings, stay mysterious, just information alluding to the age, sexual orientation, calling are kept, and they know that the motivation behind their investment is to accomplish work in the structure of the proposal. Concerning morals and security, they are kept up all through the exploration.

Perception of investigation morals assists with ensuring the privileges of the exploration members and advance the respectability of the investigation (Israel and Hay, 2006). The accompanying measures were taken as an approach to watch morals in the investigation. It is significant that exploration members get educated before they are drawn closer for information assortment. To agree to this, the respondent was educated before information assortment using assent letters. Assent letters will contain significant data about the investigation and the significance of their interest in the investigation. The point was to look for their educated assent and guarantee intentional cooperation. There was a chance to pull back from the investigation on the off chance that they wanted to do as such. Secrecy and classification was seen in the exploration study. In this investigation, the names of members were kept unknown and the information gathered from the respondents was utilized for scholarly reason.

Conclusions

All in all, it is accepted that each member saw each question in this investigation and gave legit and honest reactions to the meeting. I accepted that members reacted to inquiries with no close to home predisposition.

The results of the study showed that hotels do organise cooperate social responsibilities but not often and if they do they normally do it for the poor in the community within which it is situated but not the entire country or world hence they do not pay particular attention to the environment or nature as a type of CSR. The main barrier to the implementation of CSR is mostly from the willingness of the owners. From the discoveries of this investigation, it would be seen that current and future inns' proprietors will know about the significance of the CSR idea and they can figure out how to improve their lodgings' inhabitancy rates by applying information from this investigation concerning the joining of CSR exercises with no misconception or disarray. Sen and Cowley (2012) affirmed SMEs have a higher weight on endurance and benefit, and most SMEs' proprietors gave little consideration to drawing in CSR exercises. Inn proprietors can deal with a fruitful business by learning the advantages of drawing in CSR exercises and creating positive exposure and media openings.

The discoveries of the investigation may assist with filling in the hole of information because of CSR on the inn business achievement. Entrepreneurs would now be able to comprehend and apply new methodologies to improve business execution. Inn proprietors could get familiar with the advantages of taking part in CSR and be urged to intentionally incorporate social and ecological worries into their business techniques and activities. The key advance for proprietors of family-possessed lodgings is to comprehend grasping CSR can assist them with

separating from contenders, increment client maintenance, and pull in and keep up a positive workplace for representatives.

For governments, the investigation results could demonstrate significant to strategy organizers and creators. Nearby governments can help neighbourhood family-possessed inn organizations by giving CSR information, preparing occasions, HR, and compensations for contribution in CSR exercises. Improving neighbourhood private venture achievement rates could assist society with diminishing squandering assets including money related, work, and ecological assets, and urge organizations to work in an all the more naturally compelling and productive way.

At the point when I began my long paper, my comprehension of CSR was restricted to genuine activities and enacts, for example, gifts to the neighbourhood network and nearby ecological assurance. Notwithstanding, as I read, explored, and chipped away at my investigation, my insight and extent of CSR were expanded. I discovered that notwithstanding budgetary gifts and condition security, a business could be associated with CSR through two-path correspondences with partners, worker chipping in, drawing in with nearby networks, and participating in moral work rehearses.

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