

## SOCIALS RESPONSIBILITIES IN TOURISM

# **SOCIAL CORPORATE RESPONSIBILITY AS A TOOL TO IMPROVE THE POSITIONING OF THE TOURISM INDUSTRY.**

### ABSTRACT

*This paper aims to show the potential of the Social Corporate Responsibility to improve positioning previously defined of the Tourism Industry.*

By definition, Identity is the feature of a destination which makes it different from other destinations. The check of this property is the first step to determine if a tourism industry “is what it says to be”, with the aid, of course, of the strategies of its positioning. If we accept this point, we should ask ourselves: are we transmitting the right identity of this tourism destination trough the actions of Social Corporate Responsibility? And, is our image correctly understood by the market?

To answers this questions, we have created a new concept and a new line of research called Social Corporate Responsibility in the Tourism Industry.

This paper shall present a research based on the tourism industry and their activities in Social Corporate Responsibility and their contribution to manage and to improve their positioning and image.

**Key words:** Social Corporate Responsibility, Tourism Industry, positioning strategy, image.

## **METHODOLOGY**

This methodology has been carried out as following:

- Determination of the main features of the positioning of the tourism destination through the examination of their official web sites.
- Determination of the private websites which transmit identity of the tourism destination.
- Exploratory research of these web sites.
- Analysis of the obtained data.
- Conclusions.

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