

An Empirical Study of CSR Strategies in the Indian Hotel Industry

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Abstract: *This research explores the implementation of Corporate Social Responsibility (CSR) strategies in the Indian hotel industry, focusing on their impact on business operations, consumer perception, and sustainable development. Using data collected from managers across various hotels and hotel chains through surveys, the study evaluates CSR activities in the domains of environmental, social, and economic responsibility. The aim of this study is to assess the importance of CSR initiatives in shaping business practices and customer loyalty in the Indian hospitality sector. The findings indicate that CSR is increasingly becoming a vital component of long-term business strategies, yet many hotels continue to prioritize short-term goals over comprehensive CSR integration. This paper highlights the potential benefits of CSR in terms of customer retention, environmental conservation, and societal development while noting the challenges that hotels face in sustaining these practices.*

Keywords: Corporate Social Responsibility, Hotel Industry, Sustainable Practices, Indian Hospitality, Managerial Perceptions, CSR Impact

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