**BUSINESS ETHICS AND SUSTAINABILITY**

**Learning Outcome 3: ACTIVITY 3**

**CSR Reporting: Hotels and other industry practices**

Read this article which sets out how hotels are reporting on CSR.

*Holcomb, J.L., Upchurch, R.S. and Okumus, F. (2007) Corporate social responsibility: what are top hotels reporting? International Journal of Contemporary Hospitality Management Vol 19 No 6 461 – 475.* (This article will be available in your online student resources.)

* Identify which areas of CSR hotels were found to be reporting on, and areas of positive practice along with limitations to effective practice.
* This article was written ten years ago in 2007, and you have now been tasked with updating the findings. Review each of the organisation’s websites and feedback on your findings. Look in particular for changes in the nature of information reported, and suggest reasons for this. In bigger classes, you could share the research task among you.
* Then carry out similar research into an industry of choice and write up a summary of comparison between sectors/organisations and which areas of activity are reported on.