

Chapter 11

SOCIAL MARKETING APPLICATIONS IN HOTEL ENTERPRISES

Uğur CEYLAN¹

INTRODUCTION

Social marketing can generally be defined as the marketing techniques are chosen to shape social events. Although the term social responsibility is frequently encountered in national practices in the market and marketing, the term social marketing is rarely encountered. Considering the reasons why the concept of social marketing is not used frequently, the primary reason is the marketing of a social event from an ethical point of view. In theory, the idea that marketing cannot be implemented in a social approach or that it cannot be applied in practice can be considered as a reason. In addition, the fact that organizations or businesses try to tell their target groups wrong or anything else, reveals this situation. (Kurtoğlu, 2007:126). Social marketing covers a wide range of disciplines such as health education, advertising, economics, business management, scientific research, system analysis, community organization, psychology. Social marketing aims to persuade or motivate people to adopt certain forms of action or behavior that are generally considered useful. People can be persuaded to change their behavior only when they understand new behavior. This behavior should be compatible with the culture of the target groups and should not create physical or social barriers. Behavior should be superior to other alternatives and offer more value. The social marketer must verify that the behaviors he wants to promote are acceptable to the market (Birkinshaw, 1993: 3-6).

The environmental issue concerns tourism enterprises closely because tourism activities require a natural and clean environment. It is very important that tourism activities are planned and implemented in a way that does not harm the natural environment. Hotel enterprises are the leading businesses that need to implement this. While hotel enterprises in the changing and developing world cannot ignore the attitudes of the guests, they also have to take into account the views and sensitivity of the guests towards environmental problems. Indeed, the fact

¹ Dr.Öğr.Üyesi, Kütahya Dumlupınar University, Tavşanlı Faculty of Applied Sciences, ugur.ceylan@dpu.edu.tr

that many tourists prefer businesses that are sensitive to the environment shows the sensitivity of this issue. (Topçu & Yazıcı Ayyıldız, 2020: 597) . The increasing number of environmentally friendly tourists turns into the efforts of hotel enterprises to attract tourists to their hotels with social marketing activities. Hotels that respect the environment, nature and society are more preferred by tourists. At this point, social marketing activities are transferred to tourists in the form of a social responsibility and the preference level of hotels is increased. In this section, the concept of social marketing will be explained and what kind of activities hotel enterprises do about social marketing will be examined.

THE CONCEPT OF SOCIAL MARKETING

Marketing has made a progress especially in the 1970s including marketing of social purposes and social organizations. For this reason, it is not sufficient to manage the businesses efficiently, to pay honest taxes, to maintain employee-employer relations positively and to satisfy the consumers. This has caused a great change in the philosophy of businesses. In addition, due to the conscious consumers, regardless of whether they are commercial or not, the relationship of all businesses with the society rather than their relations with consumers, and even their approach to social events are taken into consideration. (Tenekecioglu, 1977:47).

In 1971, techniques for developing social ideas and behaviors took place within the principles of “social marketing”. Social change management technology, which aims to organize, execute and control social programs, aims to reach wider groups. Today, the application of marketing concepts and techniques in different fields has created a suitable environment for developing social marketing activities. Social marketing has been designed as a reference to marketing concepts and techniques in the marketing of ideas and goals that will benefit the society, instead of commercial products / services. (Kotler & Zaltman, 1971).

Social marketing is especially applied in the health sector. Examples include the awareness of the society about heart health, the establishment of healthy nutrition policies to prevent obesity, campaigns against cigarette consumption, protection and the prevention of spread from the AIDS / HIV virus. In addition, social marketing is now applied in many different areas such as protection of environment and natural resources, education of refugee children, education of women and children with limited opportunities and activities for improving economic conditions. (Kotler, Roberto & Lee, 2002, 7).

As social marketing developed in the 1980s and 1990s, the field was influenced by many other disciplines and thoughts. Other fields such as psychology, sociology and anthropology have begun to influence social marketing (Gordon, 2012:

123). In these processes, the concepts of social marketing and communal marketing started to be confused with each other. The concept of communal marketing combines social responsibility issues with commercial marketing strategies. Social marketing, on the other hand, involves the application of commercial marketing philosophies, tools and techniques to a social issue. Communal marketing also deals with efforts to protect consumers by what is called the dark side of the market, and there is no need to influence consumers in any way. Therefore, social marketing and communal marketing can be clearly distinguished from each other at this point (Andreasen, 1994: 109).

According to Andreasen (1994: 109), in social marketing, it is aimed to change the attitudes, beliefs and behaviors of individuals or institutions for a social benefit and social change is the main goal. Social marketing is a programming and planning process that applies commercial marketing concepts and techniques to promote voluntary behavior change. In this context, the marketing organization should use its resources to understand the interest of target market members, to develop and distribute a package of benefits associated with a good, service or idea and to reduce barriers to its adoption (Andreasen, 1988: 41). Social marketing is the use of marketing principles and techniques to influence behavior change. It is a concept, process and practice used to organize the creation, transmission and delivery of goods and services, and to solve serious social problems, to understand who people are, what they want, and then to meet the needs and wants of society (Serrat, 2017: 119). Although there are many definitions related to social marketing, in general, the process of ensuring the development, implementation and regular control of an ongoing process in order to target the ownership of individuals in line with the goals or objectives determined is called social marketing. Enterprises are satisfied with their work in the context of social marketing and they are deemed to have fulfilled their duties within the scope of social responsibility (Zikmund & Damico, 1999:364).

The term social marketing includes the activities of organizing, implementing and controlling programs using tools such as product planning, pricing, communication, distribution and market research in order to increase the acceptability of social ideas and practices in target groups. Social marketing argues that marketing decisions cannot be made only considering economic costs and profitability (Hall, 2014). According to this view, some goods and services may need to be marketed even if their profits are low or even have no economic return. In this context, it is suggested that marketing information should be used as a tool to solve social problems. Such marketing activities are expressed as social marketing. In the definitions made about social marketing, three common features are emphasized.

These; the use of traditional marketing practices in social marketing, voluntary change of behavior and improvement in public welfare (Andreasen, 2002: 9).

QUALITY OF SOCIAL MARKETING

Although social marketing uses commercial marketing tools and methods, the most important difference that distinguishes it from commercial marketing is its focus on behavioral change. The profit that social marketers hope to earn from their marketing activities is generally the behavior or situation that is not based on a monetary interest and results positively. With social marketing, it is aimed to eliminate the obstacles to reaching food, drinking water, medicine, doctor and / or hospital for a healthy life by creating effects that may be beneficial for society and humanity. In addition, social marketing covers a wide range of areas such as education, gender, employment, participation in social life, eliminating inequalities and ending all kinds of addictions especially in young people, protecting the environment and ensuring sustainability. Therefore, the aim of social marketing is combined at certain points in order to eliminate or at least reduce poverty (Hall, 2014). Unlike traditional marketing, social marketing is directed to selling an idea and behavior. However, it may be more difficult for people to change behavior in terms of the quality of the market than in traditional marketing. Issues that will cause difficulties in behavior changes of social marketing:

Sensitive Issues: The inability of the target groups to answer questions about questions such as sex, domestic violence and harassment makes it difficult to plan and execute social marketing programs effectively.

Invisible Benefits: It is stated in the campaigns that fastening a seat belt prevents many serious injuries and deaths. However, when he/she uses the seat belt, he/she cannot perceive that he will return from death and that he can experience it. In an other words; “The thought of nothing will happen to me” is an obstacle in creating behavior change.

Benefits Belong to Third Parties: Promoting the use of recycled products is a social marketing issue. However, the benefit is to third parties, not to people who use recycled products. In this case, people who use the product see the results of this behavior in the long term, but have to bear their real costs in the short term. To bear costs depends only on financial possibilities with an improved social awareness and sensitivity (Andreasen, 2006).

STRUCTURE OF THE SOCIAL MARKET

The nature of the demand for behavior towards social marketing may differ. It is difficult to change the beliefs and prejudices of the society regarding certain

behaviors. In addition, the social marketer may have to work with multiple groups in order for only one behavior to be accepted. The fact that these target groups are ignorant or poor makes it difficult for the actions to take place. Below are some problems that may arise from the market structure in the implementation of social marketing (Hall, 2014):

Non-existent demand: A social issue that deals with behavioral change may be a subject that the target groups never needs and will not hear. It is clear that if the people who make up the target group believe that children are planned by Allah and therefore childbirths should not be prevented, there will be no demand for a social marketing program on contraception. However, in order to change this situation, people's value judgments need to be changed. This is a laborious and time consuming process. Therefore, the fact that the target group does not need a social issue to be created by the target group creates an obstacle in the success of the social marketing program.

Negative Demand: Drivers will be reluctant to enforce restrictions if they feel that the rules for fastening or fastening a seat belt are unnecessary. This negative demand also creates difficulties in creating behavior change.

Community prejudices: A social marketing program for girls going to school in Eastern Anatolia may attract the reaction of village elders. Village elders will be able to think of activities aimed at this purpose as "an enemy of the West to damage our traditions and beliefs"; this will make it difficult for social marketers.

Ignorant and / or poor target groups: The fact that the people in the target group are ignorant or poor constitutes an obstacle to the marketer in creating the desired behavioral change. For example, in the campaign for girls going to school; The families' lack of money to send their daughters to school and to pay their expenses, if families want to contribute to the family budget by employing their children instead of sending them to school, or because they are unable to read the campaign posters, this will negatively affect the success of the campaign.

Having more than one target group: In anti-smoking campaigns, not only smokers but also families, children, teachers and non-smokers can form different target groups of the program. However, running a separate program for each target group also increases costs. Social marketers often work on a limited budget. One way to overcome this obstacle is to reach opinion leaders who can affect different groups. For this reason, they have to work with many people, such as doctors, educators, media members, bureaucrats, who will assist in the effective execution of the program. This will require social marketers to try to change the behavior or beliefs of not only the target group but also these people. The social

marketer should first try to create a change in behavior to enable people outside the target group to help for the campaign. (Andreasen, 2006).

Social marketing has eight basic components. These are (Lefebvre & Flora, 1988: 301):

1. Consumer orientation to achieve organizational (social) goals,
2. An emphasis on voluntary exchange of goods and services between suppliers and consumers,
3. Researching mass analysis and segmentation strategies,
4. Using formative research in product and message design and pretesting these materials,
5. Analysis of distribution (or communication) channels,
6. Using product, price, location and promotion features in the use, planning and implementation of the marketing mix,
7. A process monitoring system with both integrative and control functions,
8. A management process that includes problem analysis, planning, implementation and feedback functions,

Kotler and Lee (2008) have set certain principles for the success of social marketing. These are; to benefit from successful campaigns applied, to work for individuals who will absorb change, to ensure single-move behaviors, to use the realities aimed at the target group in social marketing, to compare the goals / facts and to evaluate the results, to introduce goods or services for behavior directed towards a certain purpose, to create behaviors that do not reflect material reality, providing accessibility, having fun messages, using communication and media effectively, taking words against target groups attitude (by contract), controlling the results and making necessary arrangements. In the light of these principles determined in order for social marketing to succeed effectively, necessary studies must be done. Some of the problems encountered in the success of social marketing are as follows (Andreasen, 1994; 2002) :

- It is very difficult to make market analysis in social marketing. Because there is usually secondary data about the target market. The behavior patterns of the target market are not very clear. The most important problem is the lack of sufficient financial resources.
- It is very difficult to make a detailed research about the target market. Even if a detailed investigation is desired, the success of the program can be compromised because it is necessary to touch the values and concerns of the people.
- It is very difficult to divide the market into sections. Therefore, it is addressed to the whole society instead of a specific group.

- Social marketers have less flexibility in terms of pricing factor. Because of their limited budgets, they cannot improve themselves. The positioning of the social product is also very difficult. Incorrect or inadequate positioning can distract the target market from its campaign purpose.
- Social marketers may have difficulty measuring the cost of the target group by participating in the campaign.
- It is more difficult to use and control distribution channels. Most of the protective material can be marketed to the retailer by family planning organizations. However, it has less control over the promotion, pricing, sale and stocks of goods for retailers. Getting help from professionals is very useful in terms of supervision.
- The limited budget is an obstacle to effective advertising investment. Advertising needs repetition. The wrong message can drive away the target group. Because of the cost, social marketers often have to give more than one piece of information in their posts. This target can distract the market.
- It is difficult to see the possible results of social marketing campaigns. It is very difficult to measure whether the campaign is successful or not. What should be taken as a measure should be determined well.

SOCIAL MARKETING APPLICATIONS IN HOTEL ENTERPRISES

A social marketing approach is different from poor-side tourism or development initiatives. Because the strongest focus of social marketing; targeting and designing applications for specific groups and helping the poor to make their voices heard. The most important factor that social marketing brings to poverty prevention strategies; is the necessity of understanding the target group by providing success in increasing the probability of behavioral change with a properly shaped application. (Truong & Hall, 2015). Social marketing finds application in every social problem. This field of application emerges in the following three situations: (Hall, 2014):

- When new knowledge or habit is needed to spread,
- When counter-marketing is needed,
- When action is needed.

Hotel enterprises need social marketing activities when these three situations arise. Generally, hotel enterprises carry out social marketing activities when counter-marketing or action is needed. Considering that tourism movements are a social event, it is important to reach these target groups with social marketing. Providing everyone to benefit from tourism movements will also reveal a social mobility. Hotel enterprises turn to social marketing activities in order to attract all

target groups. Hotel enterprises that are sensitive to the environment, society and nature are preferred by tourists. Hotels carry out social marketing activities with this awareness in order to make their enterprises sensitive to the environment and society. In this way, they affect environmentally sensitive tourists and try to create changes in the attitudes and behaviors of tourists in the decision-making process.

Bright (2000) suggests that using recreation and tourism activities within the scope of social marketing to provide multi-dimensional benefits for the benefit of the public will help improve the quality of individual and social life. In addition, it is stated that social marketing is consistent with the social welfare philosophy that guides recreation studies and when tourism is considered as a kind of recreation, there is a natural harmony between tourism and social marketing. Although there are limited studies on social marketing related to tourism in the literature, social responsibility (Holcomb, Upchurch & Okumus, 2007; Lee & Heo, 2009; Güzel, 2010; Kang, Lee & Huh, 2010; De Grosbois, 2012; Kucukusta, Mak & Chan, 2013; Fu, Ye & Law, 2014; Park & Levy, 2014; Zientara, Kujawski & Bohdanowicz-Godfrey, 2015; Aymanku, Demirbulat & Aymanku, 2016) are more common.

The first campaign on social marketing was organized by American Express in 1983. The American Express was heavily supported by consumers with the SAYP campaign organized to renew the Statue of Liberty and fight hunger. With this activity, millions of dollars of funds were provided in solving the problems and the image of the brand was strengthened.

The first examples of social marketing in Turkey is organized by CIF between 1998-2000 which aims the renewal of the exterior of Topkapı Palace. With the project that coincided with the 700th anniversary of the Ottoman Empire, Topkapı Palace's exterior was renewed and the project was awarded the Golden World Award by the International Public Relations Association (IPRA). (Öztürk & Topuz Savaş, 2014:2).

Topçu & Yazıcı Ayyıldız (2020: 603) were investigated the environmentally sensitive practices applied by 5-star hotels in Kuşadası within the scope of social marketing. According to the results of the study, environmental practices in hotels are generally carried out by technical service workers and food engineers. It has been revealed that unconscious people primarily cause environmental pollution in hotels. It has been determined that the hotels that have been interviewed have the necessary documents about the environment and they have applied for the deficiencies. In addition, hotel managers stated that adequate support was not received from local administrations and other organizations while doing environmentally friendly practices.

Dinan & Sargeant (2000) emphasized that a social marketing approach should not be limited with the profitable customers for hotel enterprises. They should give sensitive messages about sustainable environment, including other tourist groups. Regarding the sustainable environment, they should carry out social marketing activities to cover all the tourists in the market and stated that they require dividing the whole market into sections.

Eagle, Hamann & Low (2016) studied the benefits of social marketing strategies in terms of sea turtles and sustainable tourism. They have developed behaviors and strategies that can help identify and facilitate barriers to continuous behavior change. They emphasized that changing behaviors of tourists can be controlled through social marketing in terms of sustainable tourism. They emphasized that the continuation of the generation of sea turtles is an important social issue for the sustainability of tourism. They revealed that tourists should act with this awareness and that wrong behaviors can be changed through social marketing activities.

Borden & Mahaman (2020) examined the opportunities of applying social marketing according to the groups that advocating outdoor recreation in the tourism sector. They researched successful social marketing campaigns to promote environmental behavior among rock climbers. In particular, they have demonstrated efforts by recreation and advocacy groups to project 4P framing and take advantage of public commitments for project planning.

Borden, Coles & Shaw (2017) conducted a research the water use behavior of the guests staying at the hotel, to investigate how interventions can affect their accommodation experiences and to evaluate the reactions of guests to their social marketing messages. According to the results of the research, if the social marketing strategy is applied to change the guest behavior, they have revealed that larger hotel enterprises have a competitive advantage over small and medium sized hotel enterprises.

Shaw, Barr & Wooler (2014) examined the applications of social marketing in the field of tourism. They have demonstrated that social marketing is used by enterprises in the tourism industry as part of social responsibility and as a marketing strategy for the sustainability of tourism.

CONCLUSION, DISCUSSION AND SUGGESTIONS

Social marketing covers the activities carried out by the enterprises for the problems occurring in the society and natural environment. With these activities, the society is mobilized for problems and funds for problems are provided. In

this way, businesses are not only providing solutions to social problems, but also improving their image in the society.

Hotel enterprises mostly use social responsibility projects as social marketing activities and try to increase the image of the business for consumers. When the literature is analyzed, it is seen that social responsibility projects are carried out intensively in chain hotel enterprises. These activities are actually carried out as social marketing activities. Brand images of hotel enterprises are strengthened by these activities. Consumers with high social responsibility awareness prefer the hotels that implement these activities.

Social marketing activities mobilize the society on many issues. Social events (earthquake, diseases, sexual discrimination, violence against women etc.) are handled seriously by the relevant public institutions and organizations, but these problems are also supported by the private sector. In order to increase the awareness of the society against these problems and to provide the necessary funds, businesses also fulfill their duties. By helping the society take action and they help solve problems in a shorter time. Hotels take part in these activities and fulfill their duties. It is one of the sectors that require intensive application of social marketing to the mobile structure of the tourism sector, being a social event, its intercultural connecting role and providing intercultural interaction.

In the following years, the practices of hotel businesses within the scope of social marketing should be researched again by academics. The results of social marketing activities should be examined and their contribution to the sector and businesses should be revealed. Although the issue of social responsibility in the tourism sector is studied extensively, there is a deficiency in the literature regarding social marketing. In this regard, new studies should be made to contribute to the field in social marketing. Managers working in the tourism sector should include more social responsibility activities, even for social marketing purposes. These activities, usually carried out in chain hotels, should also be implemented by small and medium-sized hotels. Managers should mobilize both their employees and society.

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