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CSR in challenging times

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Focus: CSR good practices in tourism enterprises on COVID pandemic

Abstract: The coronavirus outbreak at the end of 2019 has tested tourism businesses worldwide. The sector has been hit by closures, reduced flights, and various strict regulations.

In Hungary, closures in the tourism sector have hit both hospitality and accommodation businesses. Hotels were only able to receive guests for business and educational purposes, while restaurants and catering establishments were typically only able to operate on a takeaway or home delivery basis. Many businesses were forced to close temporarily or permanently, many people changed jobs and others became unemployed.

However, even in these difficult times, there were still businesses that could serve as good practices in CSR activities through their exemplary actions and behaviour.

In our research, we looked for good practices followed by tourism businesses in Hungary during the COVID epidemic. We grouped these practices and examined what resources they mobilised in the company's activities and what impact they had on the company's social environment.

Keywords: COVID pandemic, CSR, Good practice, Tourism

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