

Abstract

The travel industry often provides critical economic, environmental and socio-cultural value. However, its implications are not unambiguously positive and calls for a more sustainable tourism have grown. Ever more often, protected areas such as nature parks are pioneers in the field of sustainable tourism development. One example is the Austrian Nature Park Kaunergrat: in its network of 'nature park partner businesses' the park supports selected lodging establishments in developing Corporate Social Responsibility (CSR) strategies.

As research suggests that engaging guests in CSR strategies is crucial, this thesis aims to assess the demand for and attitudes towards sustainable accommodation offers in Nature Park Kaunergrat from a guest perspective. To support hoteliers in the design and implementation of effective CSR programmes, a survey was conducted with participants that either already spent a holiday in the park or were interested in doing so. The survey investigated what potential CSR measures are considered most important, whether guests are willing to pay extra for and are ready to participate in CSR initiatives.

The research findings confirmed that guest attitudes towards CSR measures are largely positive and demand exists. While environmental measures are especially important to guests, CSR initiatives with positive economic and social impacts followed in importance. Almost all participants are willing to remunerate accommodations' efforts to assume corporate responsibility and most participants are prepared to participate in them. Taken together, the results confirmed that hoteliers can choose from a wide range of potential CSR measures while having access to a broad target market.