

# **CORPORATE SOCIAL RESPONSIBILITY – A EUROPEAN APPROACH THROUGH THE TOURISM SME'S**

**Gabriela Țigu<sup>1</sup>, Delia Popescu<sup>2</sup>, Remus Ion Hornoiu<sup>3</sup> and Daniel Bulin<sup>4</sup>**

<sup>1) 2) 3) 4)</sup> *Bucharest University of Economic Studies*

E-mail 1: gabrielatigu@yahoo.com; E-mail 2: deliapopescu2@yahoo.com;

E-mail 3: rhornoiu@yahoo.com; E-mail 4: daniel.bulin@yahoo.com;

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## **Abstract**

Nowadays, companies face a big challenge that constitutes in adopting a responsible behaviour towards the community and the environment throughout their business activities. We consider that Corporate Social Responsibility in tourism industry still searching for consistency in policies, programs and practices and responds to issues particularly related to sustainable tourism principles. Starting from the idea that SMEs can be exponents of responsibility, this paper propose to analyse tourism operators' opinions about CSR and underline his importance in tourism businesses. For achieving this, we used a quantitative research and conduct a questionnaire on the micro, small and medium sized enterprises, representatives for tourism industry in some EU countries. Highlighting the knowledge, skills and competencies required implementing the CSR policies in tourism SME's, our work can be a foundation for further policy papers.