



Social responsibility for tourism companies and its reflection on strategic reputation

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Abstract

This research aimed to identify the role of social responsibility in its dimensions as an independent variable (economic responsibility, legal responsibility, ethical responsibility, voluntary responsibility) in achieving strategic reputation as a dependent variable in its dimensions (creativity, organizational culture, and quality of service). A purposive sample was chosen by the comprehensive inventory method, which is (director, assistant director, heads of departments) for their leadership and strategic roles in enhancing the reputation of their organizations and their number reached 35 respondents. A questionnaire was the main tool used the collection of information and analysis was through the SPSS v.23 program, For testing the research hypotheses, statistical methods were used (mean, standard deviation, Spearman correlation coefficient, simple regression coefficient, confirmatory factor analysis), and the most important results that were reached was that there is a positive correlation of social responsibility in achieving the organization's reputation and it has attained the highest correlation of the creativity dimension in achieving strategic reputation, as well as a high impact of responsibility in achieving the organization's reputation.

Keywords: Social responsibility, strategic reputation, ethical practices, sustainability.

Introduction

In contemporary organizations, and in light of the persistent environmental changes, it has become very difficult to maintain a level of distinctive continuous performance, and thus the reputation of organizations has become tainted by doubts and lack of credibility. Its goals are to achieve economic, legal, ethical and voluntary responsibilities towards society and today organizations are competing in the field of achieving social responsibility so that it has an important and prominent role in the minds of members of society and thus maintains its importance. Organizations provide services and goods in the markets in which they operate and for this reason the strategic reputation has become one of the intangible capitals of any successful organization.

- What is the level of social responsibility in tourism companies, and what are its most important forms.
- What is the level of strategic reputation in the tourism companies?
- What is the relationship between social responsibility and strategic reputation?



Theoretical framework

The concept of social responsibility

In 1953, Bowen introduced the concept of corporate social responsibility (CSR) to business, and since 1970 interest has emerged from scientists towards the social performance of companies, so concepts of the company's obligations to bear the results of its activities on society have emerged (Nicolaidis, 2017; Albdour, 2012: 90). Milton Friedman stated in the New York Times Magazine in 1971, "The social responsibility of the company is to increase its profits" (Flayyih, Mohammed & Talab, 2019; Al-Janabi & Mhaibes, 2019). CSR is often seen as a philanthropic donation from shareholders to stakeholders, which reduces profits (Flammer, 2013: 5). Social responsibility is seen as an instrument to enhance the good reputation among clients (Singh & Nicolaidis, 2014; Chernev & Blair, 2018: 1412), and although the term social responsibility is still used to this day, there are concepts and related designations such as (work ethics, corporate citizenship, corporate social responsibility) competing to replace it (Okpara & Idown, 2013: 3). The concept of social responsibility derives from work ethics, so the interest was initially internally used by avoiding all kinds of discrimination and emphasizing workers' rights to fairness, justice and good working conditions, and often externally represented by participation in creating value and protecting society and the environment (Nicolaidis, 2017; Futa, 2013: 120). This indicates that social responsibility includes two dimensions: the internal dimension deals with employees and issues such as work safety, health and professional care, etc., and the external dimension is linked to local communities and stakeholders such as partners, consumers, suppliers, customers (Nicolaidis, 2015; Ketschau, 2017: 4).

The World Business Council for Sustainable Development has defined social responsibility as a continuous commitment of business organizations to contribute to economic development while improving the quality of life for the workforce, their families, the community, and society as a whole" (Okpara & Idown, 2013: 4). It promises that it is the framework for achieving the maximum potential of the organization and making it good and responsible (Pennine, 2018: 4). Ketschau, (2017: 4) says social responsibility "means the need to eliminate the negative effects of business", also it is also known as "a framework for measuring company actions, policies, and results of behavior designed to benefit the workplace, individual, organization, and society" (Tai & Chuang, 2014: 120).

Dimensions of social responsibility

Social responsibility comprises four dimensions hierarchically arranged (Carroll, 1991: 42) that include:

1. Economic responsibility: According to (Carroll 1979), economic responsibility is the production of goods and services that society wishes to sell at a profit (Okpara & Idown, 2013: 5).
2. Legal responsibility: These are positive and negative obligations imposed on Companies under laws and regulations within the scope of the society in which they operate (Okpara & Idown, 2013: 6)
3. Ethical responsibility: those activities and practices that society expects and although not codified in the law (Nicolaidis, 2017; Okpara & Idown, 2013: 7)
4. Voluntary responsibility: This responsibility comes at the top of the pyramid and indicates the philanthropic activities of the organization that respond to the expectations of society and which express the organizations keenness to be a good citizen and this is done through engaging in work or programs that work to enhance the welfare of citizens in the fields of culture, education and other areas (Carroll, 1991: 42).



The concept of strategic reputation

Reputation is one of the intangible assets as it is not owned by the company but is an idea that is present in the minds of stakeholders as it is a reflection of the social assessment of the company that its value stems from the positive collective perception of stakeholders (Tomšić, 2013: 850). The term reputation means as stated in the American Heritage Dictionary of the English Language in 1971 -Judgment or Evaluation (Barnett et al, 2006: 34), and reputation requires two main components: realization - how a company is seen by all stakeholders; and the reality - the truth about it and the foundations of the company, its practices, procedures, systems and performance (Tomšić, 2013: 850). It consists of stakeholders' beliefs about what can be expected from an organization in the future (Wang, 2013: 40,) and it appears in the reputation as a mirror through which the company can accurately view its history and market reflections. The current situation and its internal situation (Tomsic, 2013: 850), shows (Iwn-Egwuonwu, 2011: 198) that the organization's reputation contains three main areas which are administrative reputation , financial reputation and product reputation.

Barnett et al, (2006: 28) sees assets, awareness, and valuation as the primary elements that make up reputation, and Schulz and Werner, (2011: 2) suggest that the reputation of the organization consists of three basic components, which is the perception that stakeholders hold towards the organization, the identity of the organization, and the personality of the organization. Gozukara and Yildirim, (2015: 131) proffer reputation has importance for many reasons including first: It is a basic criterion that potential customers use to choose their suppliers and thus they tend to choose companies with good reputations, which leads to high prices for their products. Second: Good reputation promotes customer loyalty and loyalty attracts more customers, which constitutes an obstacle to competitors entering the market. Gozukara and Yildirim, (2015: 132), note that the concept of reputation is somewhat modern, and it is in a constant and mysterious change, and it has many definitions according to the views of the scientists and researchers. About the company's actions and its comparison with other competitors (Tafesse, 2012: 12-13). It is "a set of features related to the organization that reflects the results of its previous behavior and its ability to meet the valuable expectations of stakeholders" (Petrokeite & Stravinskiene, 2013: 497).

Keeping the strategic reputation out

Creativity: Daft (2001: 357) defines this as adopting a new idea or behavior for the industry, market, or general environment.

Organizational Culture: Daft, (2010: 374) says it is "a mixture of values, beliefs, assumptions, meanings and common expectations held by individuals or groups in the organization and learned by new members as a way of thinking, feeling, and correct behavior". Organizational culture often encourages or does not encourage the pursuit of entrepreneurial opportunities in large organizations, as an entrepreneurial culture is the main source of growth and creativity, as organizations that encourage entrepreneurial culture allow their workers to work freely, independently and in self-management (Hitt et al, 2011: 365).

Quality of Service: (Dess et al., 2014: 76) define it as "all procedures related to providing the service to enhance and preserve the value of the product".

Research Methodology

Measuring honesty and consistency

The research addressed two main hypotheses:

- H1. Social responsibility is linked morally to the strategic reputation of Tourism Companies.*
- H2. Social responsibility affects the strategic reputation morally in the Tourism Companies.*

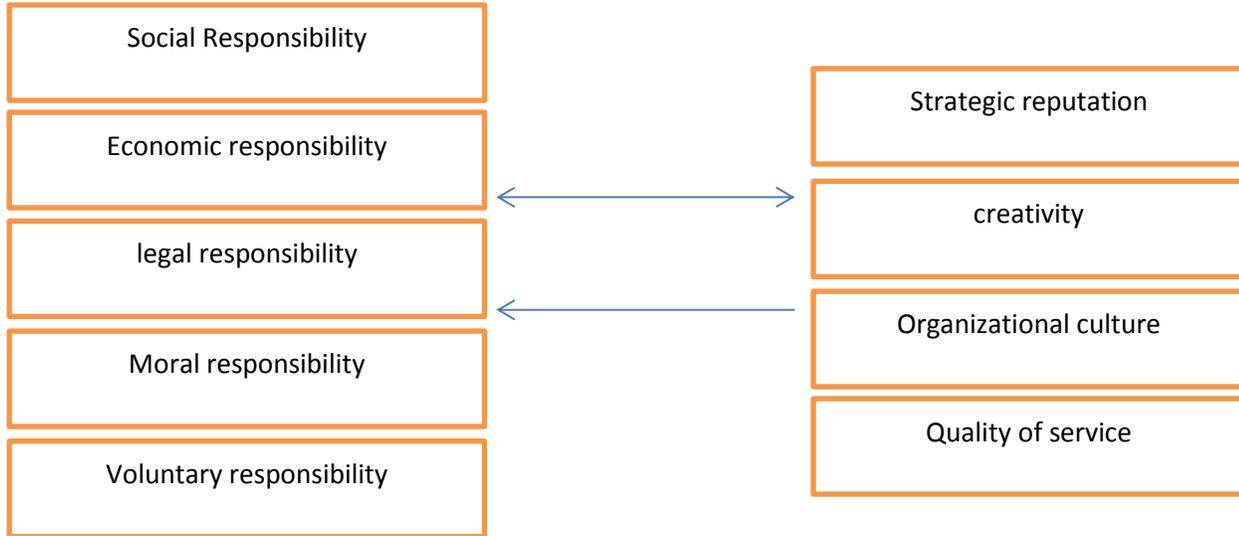


Figure 1. Hypotheses of the research

Measuring honesty and consistency: The two researchers relied on a number of measures used in previous studies, examining the same variables separately within management literature as they designed the research measures based on the Likert pentatonic scale and according to Table (1) that shows the consistency and consistency of the research measures through the alpha scale Cronbach, whose treatment ranged between (0.748- 0.762). The honesty factors were (87.3%, 86.5%) respectively, as these transactions are statistically acceptable in administrative and behavioral research, given that their establishment is greater than (60%).

Table 1. honesty and reliability coefficient of the research questionnaire

Variables	The number of paragraphs	The source of the scale	Alpha Kronbach laboratories
Social Responsibility	16	Lewis .,2003	0,762
Strategic reputation	15	Dolatabadi et al., 2012	0,748

Structural validity of the research: Given that the research metrics are aggregated from separate previous studies that did not combine the two search variables, the researchers resorted to Confirmatory Factor Analysis through the Amos V.23 program, and the researcher approached the KMO test to find out the adequacy of the sample size to perform empirical factor analysis. If it is greater than (50%), then the sample size is sufficient to perform empirical factor analysis, then the test value was (KMO = 0.674), while the saturation ratios for the dimensions of social responsibility ranged as follows: economic responsibility (0.593), legal responsibility (0.726), moral responsibility (0.767), voluntary responsibility (0.779), as for social responsibility the level ranged between 0.706 - 0.886. As for the dimensions of the strategic reputation, after saturation,



the percentage of saturation (0.589), organizational culture (0.784), and quality of service (0.651) were obtained, while the percentage of saturation of the paragraphs of strategic reputation (0.699 - 0.923) and all values ranged from the minimum acceptable limits for confirmatory factor analysis (0.40) to have the validity of construction and the convenience of conducting statistical analysis. .As the value of Chi Square the degree of freedom was (3.87) and it is statistically acceptable, in addition to the remaining dimensions of matching quality (GFI = 0.903), (GFI = 0.872), (RMSEA = 0.612) for the social responsibility model, while the values of Kai Square (3.481), (GFI = 0.911), (CFI = 0.897) (RMSEA = 0.0712)

Descriptive statistics of the variables and dimensions of the research

It is clear from Table (3) that the arithmetic mean, standard deviations, T and moral test values for dimensions and variables are as follows:

Social Responsibility obtained a general mathematical mediation (3.81) available, with a standard deviation (0.513), and with a calculated value ($t = 9.340$), which is greater than the tabular value (t) and at a moral level (0.000), while the dimensions of social responsibility: responsibility legal (4.02), voluntary responsibility (3.95), moral responsibility (3.82), and economic responsibility (3.45) respectively, all of which were found in the Tourism Companies. The standard deviations indicate a level of homogeneity and agreement about the researched company's possession of ethical behavior toward society and the environment and also the parties cooperating with it / through its interest in the effects of its decisions and activities on them. This is through the consistency of its ethical behavior with sustainable development and the welfare of the community. It works to obey the laws, rules, foundations and standards that govern them, and its actions as a good citizen contribute to enhancing the community's resources and improving the quality of life. This is by commitment with a fair moral decision and work ethic to avoid harming the various categories of stakeholders, and with an interest in achieving profit from the perspective of human well-being and fulfilling the requirements of sustainable life.

Strategic reputation obtained a mean (3.43), a standard deviation (0.639) and a calculated value ($t = 4.023$) which is greater than the tabular value (t), and with a significant level (0.000), which indicates the consistency of the answers and their agreement to the Tourism Companies having the values attributed to creativity and organizational culture, and providing a quality service to its customers and beneficiaries in its services. The quality of service provided by the company topped the mathematical averages for the change in strategic reputation (3.64), followed by organizational culture with an arithmetic mean (3.49) available, and finally, creativity came through with an arithmetic medium (3.18), but it is not Moral (0.231), which is less than the value of research significance (5%), between The value of ($t = 1.220$) and is calculated less than Tabulated value amounting to (1.97).

Table 2. Descriptive statistics of the research

Variables	MEAN	ST.D.	t	Sig
Economic responsibility	3.45	0.682	4.132	0.000
legal responsibility	4.02	0.760	7.958	0.000
Moral responsibility	3.82	0.574	8.447	0.000
Voluntary responsibility	3.95	0.701	8.040	0.000
Social Responsibility	3.81	0.513	9.340	0.000
creativity	3.81	0.859	1.220	0.231
Organizational culture	3.49	0.658	4.364	0.000

Quality of service	3.64	0.817	4.633	0.000
Strategic reputation	3.43	0.639	4.023	0.000

Df=34 Sig=0.05 t=1.97

The research hypothesis test

The researcher tested the first main hypothesis (social responsibility is linked morally in the Tourism Companies with strategic reputation), and the simple correlation coefficient (Spearman) between research variables (social responsibility, strategic reputation as shown in Table 3), shows the achievement of the strength of the used model. In the research the indications for inference that show a linear correlation between the research variables as well as testing the first main hypothesis, is lost. The table indicated the existence of significant correlation coefficients at the level of the main variables, as well as the correlation of the dimensions of social responsibility in the strategic reputation between the research variables, and this is what supports the first hypothesis.

Table 3. The relationship between social responsibility and strategic reputation

Social Responsibility	0.195	*0.405	**0.660	**0.508
Economic responsibility	0.195	**0.527	*0.387	**0.489
legal responsibility	0.290	**0.515	*0.413	**0.483
Moral responsibility	0.190	**0.532	*0.353	*0.418
Voluntary responsibility	0.274	**0.742	**0.840	**0.617
Social Responsibility	**0.862	0.000	0.000	0.000

While the researcher used a simple linear regression test to prove the validity of the second main hypothesis (social responsibility affects the strategic reputation morally in Tourism Companies), through table (4) it is clear that the achievement of the social responsibility variable has a significant effect on the strategic reputation, as it reached a value (f) Calculated (20,381), which indicates that the variable of social responsibility in the Tourism Companies explains the percentage (38.1%) of the variation in the strategic reputation, and the remainder of the ratio is attributed to other factors not shown in the model, but the value of the beta (B = 0.768), indicating that The change for one unit in the company's interest in social responsibility will lead to an interest in strategic reputation of (76.8%).

Variables	A	B	R ²	t	f	sig
Economic responsibility	1.683	0.508	0.252	3.387	11.471	0.002
legal responsibility	1.781	0.411	0.239	3.222	10.384	0.003
Moral responsibility	1.380	0.411	0.239	3.222	10.384	0.003
Voluntary responsibility	1.927	0.381	0.175	2.647	7.005	0.012
Social Responsibility	.0507	0.768	0.381	4.505	.20296	.000

Conclusions

Through the results reached by the researchers, it was found that the researched organization exercised the four contacts of social responsibility and largely legal responsibility, which means the existence of a legal framework through which to conduct its work in a manner that is compatible with the interest of society, as well as practicing other types of economic, voluntary and moral support. This is reflected to achieve a good strategic reputation through creativity in performance, organizational culture and the quality of services provided by the organisation. Thus, social responsibility has a major role in achieving a distinctive reputation for tourism companies through their commitment to social responsibility towards society and all the stakeholders. Thus the elements of strategic reputation in the organization are crystallized, such as creativity, by encouraging the creative capabilities of workers and by working to encourage an organizational culture that instills in the employees highly positive values that fit the values of the



organization. There must also be a keenness to provide high-quality services to citizens, so it becomes imperative for any company to maintain a high level of social responsibility and work within the framework of this responsibility to enhance its position and development with other organizations towards a sustainable future

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