Corporate Social Responsibility and Environmental Impacts in the Peruvian Hotel Sector for Local Sustainable Development

Renato Leonardo Gil-Delgado[1] , Franklin Cordova-Buiza[2*] , Shirley Ysabel Mantilla-Gallardo[1]

[1] Faculty of Business Sciences, Universidad Católica Santo Toribio de Mogrovejo, Chiclayo 14012, Peru
[2] Research, Innovation and Sustainability Department, Universidad Privada del Norte, Lima 15083, Peru

Corresponding Author Email: franklin.cordova@upn.edu.pe

ABSTRACT

In recent years, the hotel sector has increasingly recognized the importance of corporate social responsibility (CSR) as a strategy to minimize environmental impacts and foster local sustainable development. This study analyzes CSR practices implemented in the Peruvian hotel sector, focusing on their influence across five key dimensions: environmental management, governmental collaboration, community engagement, labor conditions, and service quality. A qualitative methodology was applied through semi-structured interviews with managers and human resources staff, enabling an in-depth examination of CSR implementation and its environmental implications. The findings reveal significant environmental efforts, including systematic waste segregation, recycling of paper and glass, and the use of biodegradable amenities, which contribute to reducing the ecological footprint of hotel operations. However, limitations remain in employee training and institutional cooperation with local authorities, constraining the broader environmental outcomes of CSR initiatives. The study concludes that strategically integrated CSR enhances service quality, strengthens stakeholder trust, and contributes directly to environmental impact reduction. These findings provide actionable insights for aligning hospitality operations with sustainability objectives in emerging economies, offering a roadmap for integrating CSR into environmental policy and tourism development strategies.

1. INTRODUCTION

Corporate social responsibility (CSR) in the global hotel industry can be described as an ethical and voluntary commitment by hotel companies to contribute to sustainable development, promoting the social and economic well-being of the local communities where they operate, and maintaining ethical and transparent business practices [1-3]. Guliani and Rizwan [4] explored how CSR in the hotel sector ranges from conserving the natural environment and reducing waste to investing in community development programs and promoting diversity and inclusion in the workplace. On the other hand, Alles and Marqués [5] highlighted the evolution of CSR in the hotel sector over time, highlighting the growing importance it has acquired in the strategic management of companies. In the hotel industry, CSR adopts a holistic approach that balances economic performance with social and environmental responsibility, aiming to achieve long-term sustainability for both businesses and the communities where they operate [1, 6].

In Peru, where economic growth has been accompanied by increasing social awareness, CSR has evolved in alignment with the 2030 Agenda and the Sustainable Development Goals. This approach is particularly relevant in the tourism sector, which has experienced a notable increase in international travel demand in recent years; however, a worrying lack of social engagement by some tourism companies has been detected [7, 8]. This gap between the growing demand for sustainable tourism and the limited social responsibility of some companies undermines their reputation and hinders progress toward sustainable development and social equity. Addressing this issue requires adopting policies and practices that foster sustainability, strengthen corporate responsibility, and demonstrably reduce environmental impacts across all operations [9].

This study examines CSR implementation in a hotel in northern Peru, focusing on its influence on service quality, customer loyalty, operational sustainability, and corporate reputation, and applying qualitative methods to generate evidence that can inform future research and policy in sustainable hospitality. Furthermore, it is crucial to investigate the CSR of a 4-star hotel in order to promote ethical and sustainable practices, identify areas for improvement, and leverage significant benefits. Understanding CSR in this context helps to improve operational efficiency, strengthen relationships with stakeholders such as customers and employees, and enhance brand reputation. In addition, CSR in hotels can lead to increased customer loyalty, long-term cost reduction, and positioning as leaders in sustainability and business ethics.

This study aims to analyze CSR practices implemented in the Peruvian hotel sector, focusing on their environmental impacts across five key areas: environmental management, governmental collaboration, community engagement, labor conditions, and service quality. On the other hand, the specific objectives are: To identify environmental management practices in the 4-star hotel, to analyze CSR activities developed in collaboration with local governmental entities, to analyze CSR activities linking the hotel with the community, to analyze labor conditions linked to CSR in the 4-star hotel and to describe service quality related to CSR in the 4-star hotel.

2. LITERATURE REVIEW

Several studies have explored CSR within the contemporary business environment. Amato [9] investigated CSR in modern companies, using a qualitative methodology based on documentary analysis. The results highlighted that the prevalence of economic indicators over social and environmental ones generates significant tensions in CSR practices; he concluded that a more balanced approach that recognizes the interdependence between economic success, social well-being, and environmental preservation is necessary to move towards a more sustainable and socially responsible business model.

Fatima and Elbanna [10] analyzed the importance of CSR in today's business environment using a qualitative approach that included case studies and documentary analysis. Their findings indicated that many companies underestimate the social and environmental impact of their actions by focusing primarily on financial objectives. They concluded that effectively integrating CSR practices can improve corporate image, strengthen stakeholder relations, and contribute to long-term sustainability. Quispe et al. [11] examined the implementation of CSR in modern companies, using a qualitative methodology that included documentary analysis and interviews. Their results indicated that globalization has significantly influenced the integration of CSR into corporate policies, with companies adopting a holistic and systematic approach. They concluded that CSR has become a central component of corporate strategy, promoting a sustainable commitment to social responsibility through the establishment of an ongoing dialogue with relevant institutions.

Pouresmaieli et al. [12] emphasized the strategic importance of CSR in the current business context; according to the authors, CSR implies not only an ethical commitment to society and the environment but also a powerful tool to enhance the company's reputation with consumers. Furthermore, he argues that the adoption of socially responsible practices can have a direct impact on company revenues, as consumers increasingly value the ethical and sustainable aspects of the products and services they purchase. In this sense, CSR is not only perceived as a moral obligation but as a smart business strategy that can generate tangible economic benefits and improve the company's competitive position in the market. By integrating CSR into their business model, companies can broaden their scope and relevance, thus boosting their economic growth in a sustainable way over the long term.

Nascimento [13] adopted a normative approach to corporate governance, integrating economic theory on the nature of the firm and corporate management strategy. The author proposes revising the legal framework and redesigning the institutional boundaries of the firm from a welfare economics perspective; he highlights the need to reconsider the social responsibility of modern corporations and their institutional boundaries from a legal point of view, aligning with the concerns raised by the World Economic Forum and other international organizations. To reach these conclusions, a thorough analysis of the literature related to corporate governance, economic theory, and corporate management was carried out, as well as a review of the reports and recommendations of relevant international organizations.

Yang et al. [14] stressed that CSR and innovation are crucial for the sustainable development of companies in a globalized market. The two are closely interrelated, as companies must adapt to new trends and develop products and services that have a positive impact on society and the environment. Integrating CSR into the organizational culture and fostering social and environmental innovation allows companies to differentiate themselves and contribute to long-term social and environmental well-being, as concluded through a literature review and successful case studies.

Johann [15] highlighted the importance of CSR in the tourism sector, especially in times of pandemics. Although evidence of the positive effects of responsible practices is acknowledged, research in this field is still in early development, highlighting the need for more studies to better understand its impact and align strategies with the UN Sustainable Development Goals; the continued commitment of the academic and business community to reform the tourism system and promote economically viable, socially and environmentally responsible practices is emphasized. Sánchez et al. [16] highlighted the critical need for tourism businesses to focus their services on responsible practices that meet the ethical and social expectations of local communities and the environment; by doing so, they can enhance their reputation and competitiveness in the marketplace, building a strong corporate image and gaining the trust of customers.

Kramer and Porter [17] emphasized the development and implementation of the concept of value creation as a key tool for aligning corporate responsibilities with community expectations. This strategic approach recognizes the importance of generating value for all stakeholders, including employees, customers, and local communities, in addition to maximizing financial benefits for all, while not neglecting social and environmental benefits.

For hospitality, this discipline encompasses the efficient management of accommodation establishments to deliver satisfying guest experiences while maximizing business profitability [18]. Social responsibility in hospitality refers to the ethical and sustainable commitment that hotels make to their employees, the local community, the environment, and their customers. It involves adopting ethical and transparent business practices, promoting the well-being of employees, and contributing to the socio-economic development of the community. In addition, it involves implementing measures to reduce the environmental impact of hotel operations, such as efficient natural resource management and waste reduction. In short, CSR in hospitality seeks to balance business interests with a positive impact on society and the environment [19, 20].

In environmental management, Latapí-Agudelo et al. [21] and Pouresmaieli et al. [12] argued that CSR enhances companies' reputation with consumers, increases their revenues, and generates significant profits, making it an ideal strategy to expand their reach and improve their

competitiveness under an environmentally responsible approach. Dzage et al. [22] and Lee and Park [23] pointed out that CSR in the environmental context implies that companies should conduct their operations in a sustainable manner, avoiding excessive exploitation of natural resources.

In relation to governance, CSR in hotels can manifest itself in various ways in its relationship with the government. Both actors can collaborate on social, environmental, and economic issues, as governments often establish regulations and standards related to sustainability and social responsibility, and hotels can collaborate by complying with these regulations and adopting responsible practices that go beyond the minimum requirements. In addition, they can collaborate in social and community programs, such as improving local education, healthcare, and access to employment, thus benefiting the community in which hotels operate [24, 25]. Ultimately, the relationship between CSR in hotels and government can be multifaceted, addressing diverse social, environmental, and economic issues through collaboration that seeks to positively impact society and the local environment [26, 27].

In terms of community connection, a hotel's CSR is directly linked to the social, economic, and environmental well-being of the community in which it operates. By providing local employment and supporting local small businesses, hotels contribute significantly to local economic development. Furthermore, by adopting sustainable and environmentally friendly practices, such as conservation and waste management programs, hotels can preserve the community's natural environment and improve its quality of life [28-30].

In relation to labor conditions, the CSR of a 4-star hotel is closely linked to the commitment to the well-being and development of its employees. This involves offering industry-competitive wages, benefits such as health insurance and paid holidays, and promoting equal opportunities and diversity in the workplace [31, 32]. By providing a fair and equitable work environment, hotels not only improve employee satisfaction and retention but also strengthen their reputation as responsible and attractive employers.

In relation to service quality, Rojas-Martínez et al. [33] highlighted that CSR has a significant impact on the quality of service offered by a hotel. This connection is established through practices ranging from commitment to customer satisfaction to the adoption of innovative technologies and practices that improve efficiency and customer experience [34-36]. Hotels committed to CSR tend to be more transparent in their operations, openly communicating their sustainable practices and positive impact on the community; CSR not only strengthens the reputation and competitiveness of a 4-star hotel but also contributes to offering a memorable and satisfying experience to their guests [37-39].

In line with the United Nations Sustainable Development Goals, particularly Goals 8, 11, and 12, which promote decent work and economic growth, sustainable cities and communities, and responsible consumption and production, CSR in the hotel sector has become a key tool for linking business performance with broader social and environmental priorities. The adoption of CSR practices in hotels facilitates the integration of sustainable principles across operational, social, and environmental domains. This integrative role is particularly relevant in emerging economies, where tourism can either exacerbate social inequalities or serve as a catalyst for inclusive development. Thus, CSR is not only a corporate imperative but also a planning mechanism that contributes to long-term regional sustainability.

3. METHODS

This research adopts a qualitative, descriptive approach and focuses on the interpretation of the category of study, CSR in a 4-star hotel in the city of Chiclayo, on the northern coast of Peru. The case was selected because it represents a leading hospitality establishment in the region, with established CSR initiatives that allow an in-depth exploration of environmental and social practices in an emerging economy context. Furthermore, the design approach used in this research is the case study. The study population included managers, shift supervisors, and human resources staff of a four-star hotel. A non-probabilistic sampling method was used, resulting in a sample of 15 participants: 6 managers, 6 area supervisors, and 3 operational staff. It should be noted that each manager has an area under his or her command, and in each area, there are captains in charge of each shift, the latter being the area managers. Participants were selected based on their operational and managerial roles within the hotel, allowing them to provide in-depth insights into CSR practices and their implications for sustainable tourism planning.

The selection of participants adhered to inclusion criteria such as occupying managerial or supervisory roles and having a minimum of one year of continuous employment in the hotel. This criterion ensured that respondents possessed adequate institutional knowledge to reflect on CSR practices and their implications. Although the sample consisted of 15 participants, its size was determined by theoretical saturation, ensuring that additional interviews did not provide new information for emerging categories. This approach is consistent with qualitative research standards and maximizes the depth and validity of the findings. This approach is consistent with qualitative research standards in case studies, where depth and contextual understanding are prioritized over numerical representativeness.

As a research technique, the in-depth interview was employed, with the semi-structured interview guide serving as the data collection instrument. This guide was adapted from the proposal by Sánchez et al. [16], which presents 10 open-ended questions that have been accepted and validated. The data collection was carried out on the hotel premises in person, by sending them the letter of introduction and obtaining their acceptance and verbal consent for the survey and collection of information, carried out between the months of September and December in several planned visits, some of which had to be rescheduled or wait for a long time, due to the agendas of the interviewees.

Data processing and analysis were carried out in three phases using the ATLAS.ti software, ensuring systematic coding, categorization, and thematic analysis. To enhance validity, the coding process was cross-checked by two researchers, and discrepancies were resolved through discussion until consensus was reached. In the first phase, the transcribed data were edited in Microsoft Word, checking their quality and order. Then, the data are categorized and coded, identifying the characteristics of the subcategories and categories of study. Finally, the data are recorded by thematic index, and the interviews are tabulated. In the second phase, the results are described, identifying the characteristics in the category and subcategory of the study. Finally, the results are interpreted, giving them a conceptual and explanatory

character. Additionally, coding reliability was checked by comparing categories between two independent researchers until consensus was reached, and data saturation was explicitly considered to ensure methodological rigor.

In the research process, ethical aspects were taken into account, using the principle of veracity, given that the information provided and used in the body of the study was extracted from reliable platforms; in addition, the principle of respect, given that the authors used were correctly cited in accordance with the Apa regulations; also, the principle of confidentiality, given that the information provided by the heads of each area of the 4-star hotel was not divulged in other media, being useful only for research purposes without any manipulation whatsoever.

4. RESULTS

The results of this study offer a comprehensive understanding of CSR practices implemented by a four-star hotel in a city in Peru. Based on in-depth interviews with 15 participants, including managers, area supervisors, and operational staff, five major dimensions of CSR were identified and analyzed: environmental management, coordination with governmental entities, community engagement, labor conditions, and service quality. These dimensions were derived through thematic coding and interpretation of the qualitative data collected, which allowed for a structured representation of the hotel's CSR efforts.

Furthermore, the data revealed that participants perceived CSR not as a set of isolated practices, but rather as a multidimensional concept that influences both internal operations and external perceptions. Several respondents noted that the success of CSR initiatives often depends on managerial leadership and the alignment between institutional discourse and everyday practice. While some departments displayed strong ownership of sustainability protocols, others still viewed CSR as secondary to their core duties. This disparity underscores the importance of fostering a unified organizational culture where ethical and sustainable principles are consistently communicated, monitored, and reinforced across all areas of hotel operations.

Table 1. Dimensions of corporate social responsibility and key practices identified in the four-star hotel

CSR Dimension	Key Practices Identified
Environmental Management	Use of biodegradable bags and amenities in housekeeping- Waste segregation in food services- Recycling of paper and glass in reception and storage areas.
Government Coordination	Limited communication with local authorities- Absence of coordinated institutional responses during environmental and social emergencies.
Community Engagement	Donations to local shelters- Support for local artisans- Participation in community events and promotion of cultural identity.
Labor Conditions	Regular training for employees- CSR awareness sessions- Need to institutionalize ethical practices in day-to-day operations.
Service Quality	Implementation of eco-friendly service protocols- Personalized attention to guests- Integration of sustainability in customer experience.

Table 1 presents the five dimensions of CSR analyzed in this study: environmental management, coordination with government, community engagement, labor conditions, and quality of service. Each dimension is accompanied by the main practices identified through interviews with a total of 15 participants, including managers, area supervisors, and operational staff.

4.1 Environmental management practices in the four-star hotel

The analysis of interview data indicates that the selected four-star hotel has adopted a range of environmentally sustainable practices. These include the use of biodegradable waste bags and amenities in the housekeeping department, as well as systematic waste segregation and recycling initiatives in food and beverage services. Such efforts reflect an operational commitment to environmental sustainability, consistent with previous research that positions eco-efficiency as a key pillar of CSR in the hospitality industry. These practices contribute not only to reducing the ecological footprint but also to enhancing the hotel's image as a responsible actor within the local tourism economy.

4.2 Corporate social responsibility activities in coordination with the government

The interviews underscore persistent challenges in public-private coordination. In particular, respondents described limited communication with local authorities and a lack of institutional responsiveness during periods of environmental or social crisis, such as the flooding caused by El Niño events. These deficiencies undermine joint planning efforts and reduce the effectiveness of initiatives aimed at promoting sustainable tourism. Participants noted that although the hotel has attempted to engage with municipal entities, the absence of clear protocols and sustained collaboration has restricted the scope of its actions beyond internal operations. These findings are consistent with previous studies that highlight governance gaps as significant obstacles to the successful implementation of CSR in emerging economies. Strengthening institutional trust and establishing formal cooperation mechanisms are essential steps to enable hotels to function not only as private enterprises but also as active contributors to sustainable regional development strategies. Future collaboration could benefit from establishing formal frameworks or memoranda of understanding with municipal authorities, which might reduce fragmentation and create sustainable long-term synergies.

4.3 Corporate social responsibility activities that link the hotel to the community

Community engagement practices at the selected hotel manifest through targeted actions such as donations to shelters, participation in local events, and support for traditional artisans. These initiatives reflect a proactive approach to social responsibility and cultural preservation, contributing to the recognition of the hotel as a locally embedded actor. Several interviewees highlighted the positive reception of these actions by community members, noting that they help build trust and enhance the hotel's public image. However, some participants also expressed the need for greater continuity and structure in community outreach efforts. Rather than isolated

interventions, they suggested the development of long-term partnerships with schools, neighborhood associations, or cultural organizations. This would allow for sustained social impact and more effective alignment with local development needs. By reinforcing local identity and promoting social welfare, the hotel strengthens its relational capital with external stakeholders. This relationship, in turn, supports customer loyalty, improves employee pride, and contributes to the broader objective of regional integration through inclusive and participatory tourism development. However, the scope and frequency of these efforts remain limited; for example, donations are conducted annually during festive seasons, while artisan support is sporadic. Strengthening these into structured, ongoing programs would ensure continuity and enhance community perceptions.

4.4 Working conditions linked to the corporate social responsibility of the four-star hotel

Internal CSR efforts emphasize capacity building through regular staff training sessions, aimed at strengthening knowledge of sustainability practices, ethical conduct, and community involvement. However, the findings indicate that raising awareness is not enough if it is not accompanied by practical tools that allow employees to integrate these principles into their daily routines. Some participants mentioned the absence of internal procedures to monitor CSR compliance, recognize staff commitment, or provide channels for suggestions and reporting. This situation results in uneven implementation across departments, where certain teams are more proactive than others in adopting socially responsible behaviors. The development of a shared ethical culture, aligned with the hotel's sustainability objectives, requires clear policies, continuous communication, and leadership committed to modelling expected behaviors. Embedding CSR into performance reviews, staff development plans, and interdepartmental coordination can help ensure consistency and encourage long-term behavioral change throughout the organization.

4.5 Service quality related to corporate social responsibility in the four-star hotel

Respondents perceive a positive correlation between CSR practices and improvements in service quality. Notably, eco-friendly protocols and personalized guest attention reflect a customer-centered sustainability model. These practices not only enhance guest satisfaction but also serve as differentiating factors in a competitive market. Such findings underscore the strategic relevance of CSR as an integrative approach that links environmental stewardship with superior service delivery.

5. DISCUSSION

The first objective of the research was to identify environmental management practices. The results indicate that the selected hotel demonstrates a concrete and ongoing commitment to environmental sustainability, particularly through the use of biodegradable materials, eco-friendly amenities, and systematic waste management protocols that directly contribute to reducing its environmental footprint. This emphasis on sustainability aligns with Quispe et al. [11]

and Pouresmaieli et al. [12], who underscore the relevance of adopting responsible practices to safeguard natural resources. Additionally, Fatima and Elbanna [10] and Echeverría-Ríos et al. [34] emphasize that embedding CSR into daily operations enhances corporate reputation and reinforces stakeholder trust.

From an environmental perspective, the evidence shows that CSR in hospitality serves as a direct mechanism to mitigate adverse ecological impacts. Practices such as waste segregation, the use of biodegradable products, and recycling programs demonstrably reduce the environmental footprint of hotel operations, contributing not only to SDGs 11 and 12 but also aligning with core principles of environmental impact management frameworks. These measures also align with the prevention principles established in environmental impact management frameworks, reinforcing the role of the hospitality sector as an active participant in local environmental protection strategies.

The second objective examined CSR activities in coordination with government institutions. The findings reveal fragmented and insufficient communication between the hotel and local authorities, limiting integrated planning for sustainable tourism. Similar coordination gaps have been reported in hospitality sectors of other Latin American countries, such as Colombia and Ecuador, where weak institutional frameworks hinder joint environmental and tourism initiatives. These parallels suggest that improving governance mechanisms is a shared regional challenge requiring targeted policy interventions. This situation is consistent with Marino-Jiménez et al. [35], who argues that Peruvian companies often encounter institutional barriers when implementing socially responsible actions. Conversely, Nascimento [13] proposed that redefining legal and institutional frameworks could facilitate stronger collaborations between the public and private sectors. This contrast underscores the complex nature of governance in the context of CSR in emerging economies.

The third objective involved analyzing CSR practices that connect the hotel with the local community. The study evidences a notable commitment through initiatives such as donations to shelters and support for local artisans. Comparable findings are reported in CSR studies of mid-sized hotels in Mexico and Costa Rica, where community engagement enhances brand reputation and fosters mutual trust. However, unlike these cases, the hotel studied here lacks structured long-term partnerships, highlighting an area for strategic improvement. These actions reflect an inclusive approach that aligns with Pouresmaieli et al. [12], who views CSR not only as a moral imperative but also as a strategic tool to strengthen public image and social capital. Similarly, Sotomayor et al. [36] emphasize the role of community-oriented practices in building reputational value. This consistency between the findings and existing literature reinforces the strategic significance of community engagement in the hotel's CSR framework.

The fourth objective is to analyze the working conditions linked to CSR, highlighting the importance of the periodic training offered by the hotel to raise staff awareness of the importance of CSR and promote responsible working practices. This concern for employee welfare is in line with the ideas of Kramer and Porter [17], who highlights the importance of generating value for all stakeholders, including employees, through CSR practices. These findings complement the call by Johann [15] for further research on CSR's impact on working conditions, reinforcing the need for

deeper analysis in the tourism sector. This discrepancy suggests the need for further exploration of this topic in future research. Organizational culture is a critical determinant in the successful implementation of CSR practices. While periodic training raises awareness, the sustainability of such practices depends on the internalization of values across all organizational levels. Ethical leadership and consistent reinforcement of sustainable norms are necessary to embed CSR within daily routines and decision-making processes. When CSR is perceived not merely as a formal obligation but as part of the organizational ethos, the likelihood of achieving long-term behavioral change increases significantly, thereby enhancing the effectiveness of sustainability strategies.

The fifth specific objective, to describe service quality related to CSR, found that its implementation in the hotel enhances guest experience, particularly through sustainable and personalized services. This aligns with research in Southeast Asian and Caribbean hotels, where CSR-driven service protocols significantly improve customer loyalty and willingness to pay for eco-friendly accommodations. Nevertheless, the case analyzed here suggests that consistent staff training remains essential to ensure the long-term quality of CSR-based service delivery. This improvement in service quality coincides with the ideas of Fatima and Elbanna [10] and Echeverría-Ríos et al. [34], who highlight the importance of CSR and innovation in the sustainable development of companies. It also coincides with the reflections of Adni et al. [40], Jiddi [41], and Serio et al. [42], who highlight that CSR improves customer experience by promoting responsible practices. However, it disagrees with the findings of Amato [9], who points to tensions in CSR practice due to the prevalence of economic indicators over social and environmental ones. This discrepancy highlights the complexity of integrating CSR into the daily operation of the hotel and its effects on the quality of the service offered.

The findings of this study have several important implications. From a practical standpoint, they suggest that hotels in emerging economies can enhance their competitive positioning and customer satisfaction by adopting comprehensive CSR strategies that prioritize environmental care, employee well-being, and community engagement. These actions not only strengthen internal operations but also contribute to the local development agenda, supporting the implementation of SDGs 8, 11, and 12 in the regional tourism sector. At a policy level, the limited coordination between hotels and government entities highlights the need for institutional frameworks that foster public-private collaboration in tourism planning. Academically, this study underscores the importance of further research on CSR in hospitality, especially in regions where tourism is a driver of economic and social development but lacks systemic sustainability strategies. Specifically, SDG 8 is reflected through local employment and fair labor conditions; SDG 11 through sustainable community engagement and urban resilience; and SDG 12 through efficient resource usage, recycling programs, and the promotion of responsible consumption within hotel operations.

6. CONCLUSION

This study analyzed CSR practices in the Peruvian hotel sector, emphasizing their environmental impacts across five key areas: environmental management, governmental collaboration, community engagement, labor conditions, and service quality. The environmental management practices observed reflect a tangible and sustainable commitment across multiple operational areas, including the use of biodegradable amenities and waste bags in housekeeping, paper-saving and recycling initiatives in reception, and the adoption of biodegradable items such as straws, tapers, and bags in food and beverage services. Additionally, waste separation systems and designated containers for glass bottles demonstrate a clear alignment with environmental impact reduction strategies.

Beyond social and economic contributions, the CSR model analyzed offers tangible environmental benefits and provides a replicable framework for other hospitality businesses seeking to reduce waste, promote recycling, and incorporate eco-friendly products into their daily operations. These actions contribute to lowering the environmental footprint of hospitality businesses and enhancing their reputation as sustainable tourism providers. In destinations where tourism growth may increase environmental pressures, the integration of CSR into operational practices serves as a preventive approach to environmental degradation while supporting local sustainable development. Integrating environmental, social, and governance components within CSR strategies can enable hospitality businesses to achieve measurable progress in reducing environmental impacts while enhancing competitiveness and community relations.

This study has some important limitations. It focused on a single case of a four-star hotel in the city of Chiclayo, which limits the possibility of applying its results to other realities of the hotel sector in the country or in international contexts. In addition, by using a qualitative approach with a reduced sample, it was not possible to quantitatively measure the effects of CSR on specific indicators such as profitability or customer loyalty. It should also be noted that other sources of validation, such as user surveys or documentary analysis, were not used, which could have enriched the findings.

Future research could broaden the scope of this study by considering different categories of hotels in various regions of the country. It would be valuable to apply methodologies that combine qualitative data with measurement instruments that allow the evaluation of the concrete effects of social responsibility actions on operating results and on the perception of different stakeholders. It is also recommended to include the vision of other stakeholders such as clients, local suppliers or community associations to achieve a more complete understanding. Finally, it is suggested that follow-up studies be carried out to analyze the evolution of these practices over time and in the face of social or environmental changes.

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