

Conceptualizing a Corporate Social Performance (CSP) framework for rural tourism destinations: measuring tourist satisfaction to increase revisitation

ABSTRACT

Industries today face challenging task to satisfy socially conscious travellers who are concerned with Corporate Social Responsibility (CSR) issues. In order to measure CSR performance of organisations, the concept of Corporate Social Performance (CSP) is developed. Existing literature shows that repeat visitation on tourist destinations is a result of high level of tourist satisfaction and thus, creating customer loyalty. To consider what it means for a company to be socially responsible, this study attempts to develop a framework to measure how selected Corporate Social Performance (CSP) dimensions influences the satisfaction of tourist thus creating tourist revisitation to the rural tourism destination. The overall importance of measuring CSP for consumer satisfaction in the tourism context is so that companies can create ways to improve delivery of their service to customers and design customer retention programmes.

Keyword: Corporate social performance; Corporate social responsibility; Satisfaction; Tourist revisitation