Contents

Part I  Introduction

1 Challenges for Tourism—Transitioning to Corporate Sustainability and Responsibility ................................. 3
Valentina Dinica, Dagmar Lund-Durlacher and Dirk Reiser

2 Research Contributions to CSR 2.0 in Tourism ................................................. 29
Valentina Dinica, Dagmar Lund-Durlacher and Dirk Reiser

Part II  Assessing Business Behaviours and Leadership from the Standpoint of CSR 2.0

3 New Frontiers for Sustainability in Travel and Tourism—Corporate Responsibility on Combating Global Human Trafficking ................................................. 51
Camelia Tepelus

4 Accessible and Equitable Tourism Services for Travelers with Disabilities: From a Charitable to a Commercial Footing ................................................. 65
Kristof Tomej

5 Can You Hear Me? A Research of Touristic Demand from and Supply for Deaf Travelers ................................................. 79
Janine Werner, Felix M. Kempf and Thomas Corinth

6 Using Corporate Sustainability and Responsibility as a Transition to Shared Value for the Sharing Economy (SE) ................................................. 97
Stephen Wearing, Kevin Lyons and Stephen Schweinsberg

7 Modelling Engagement of Small and Medium Tourism Enterprises (SMTEs) in Corporate Social Responsibility ................................................. 117
Katie Schlenker, Deborah Edwards and Christina Watts-Seale
8 Case Study: The Power of Knowledge Alliances in Sustainable Tourism: The Case of TRIANGLE
Ulrich Gunter and Bozana Zekan

9 Corporate Responsibility Among International Ecotourism and Adventure Travel Operators
Wolfgang Strasdas

10 Airlines and Corporate Responsibility: Issues and Challenges
Paul Peeters, Johan Bouwer, Rob Bongaerts and Eke Eijgelaar

11 Case Study: CSR at Air France-KLM
Johan Bouwer, Paul Peeters, Rob Bongaerts and Eke Eijgelaar

12 Humanistic Management at the Zoo? Inspiration for Reloaded CSR and Improved Human-Non-human-Animal Relationships
Dirk Reiser, Volker Rundshagen, Svenja Wahl and Nicolai Scherle

13 Corporate Sustainability and Responsibility in Ecotourism: Entrepreneurial Motivation Enacted Through Sustainability Objectives
Christopher Swan and Damian Morgan

14 CSR 2.0—Do Tourism Businesses Promote Sustainability Through Policy Design?
Valentina Dinica

15 Case Study: Elaborating a Negotiated Agreement on Protected Area Concessions: Missed Opportunities for Exercising Corporate Sustainability and Responsibility in New Zealand
Valentina Dinica

16 Demand for Sustainable Tourism
Fabian Weber

Part III CSR 2.0 Implementation

17 The Institutionalisation of Corporate Sustainability and Responsibility in Protected Areas—Policy Interplays and Potential Pitfalls
Valentina Dinica

18 Case Study on Wilderness Safaris: Innovations Consistent with CSR 2.0
Susan Snyman
19 Towards a Framework for Sustainable and Responsible Food Operations in the Holiday Context and Implementation
Approaches in the Travel Industry ........................................ 327
Dagmar Lund-Durlacher and Hannes Antonschmidt

20 Evaluation of a Turkish Company’s Progress Towards a CSR 2.0 Approach to Corporate Governance .......... 343
Burcin Hatipoglu, Bengi Ertuna and Duygu Salman

Lukas Petersik

22 Case Study: Balancing the Sustainability of Tourism in City Destinations—The Case of Dubrovnik ......................... 373
Bernd Stecker and Rainer Hartmann