BULGARIA

BULGARIAN BUSINESS LEADERS FORUM

In association with
The Prince of Wales International Business Leaders Forum

Corporate social responsibility in the tourism industry in Bulgaria - facts and future

www.tourism-csrbg.eu

What CSR means for the Bulgarian Business Leaders Forum?

CSR occurs when the company integrates its activities over the environmental and social initiatives in its business strategy and in its dealings with all stakeholders, such as comply with the Standard of business ethics.

What CSR means for the Bulgarian Business Leaders Forum?

Subject of CSR are:

Interaction with employees in the company and their social problems and those of society as a whole in the areas education, culture, sports, health, etc.

Environmental issues of local and global level.

Problems when the company wants to obtain greater profits in a transparent manner and in compliance with all laws.

CSR is a voluntary concept or policy, closely linked to business strategy and conduct of the company and its employees

Which are the “stakeholders” in the project?

- Employees
- Customers - local and foreign tourists
- Owners
- Neighbors - physical entities
- Society as a whole
- Non-governmental organizations (NGOs)
- Public bodies and local authorities
- Journalists

- and other .....

What is the economic importance of tourism?

- **In the strict sense** - places for accommodation, restaurants, cafes, bars, etc., as well as travel agencies and tour operators, or 4-11% GDP of the European Union and 4-12% of employment in the EU.

- **In the broadest sense** - all tourism-related sectors - transport, food and other industries or over 18 percent of GDP (as reported by the World Council for Trade and Tourism, WTTC)

Project activities

- Analysis of the sea, ski and golf tourism
- General inquiries - tourists, local residents, industry
- Depth interview - all stakeholders
- Study Information Bulgaria
- Study specific issues in the "old EU" - Spain (maritime), Austria (Ski), Ireland (Golf)
- Seminars and International Conference (January 2010)
- Code of ethics of responsible tourism

Preliminary results from surveys

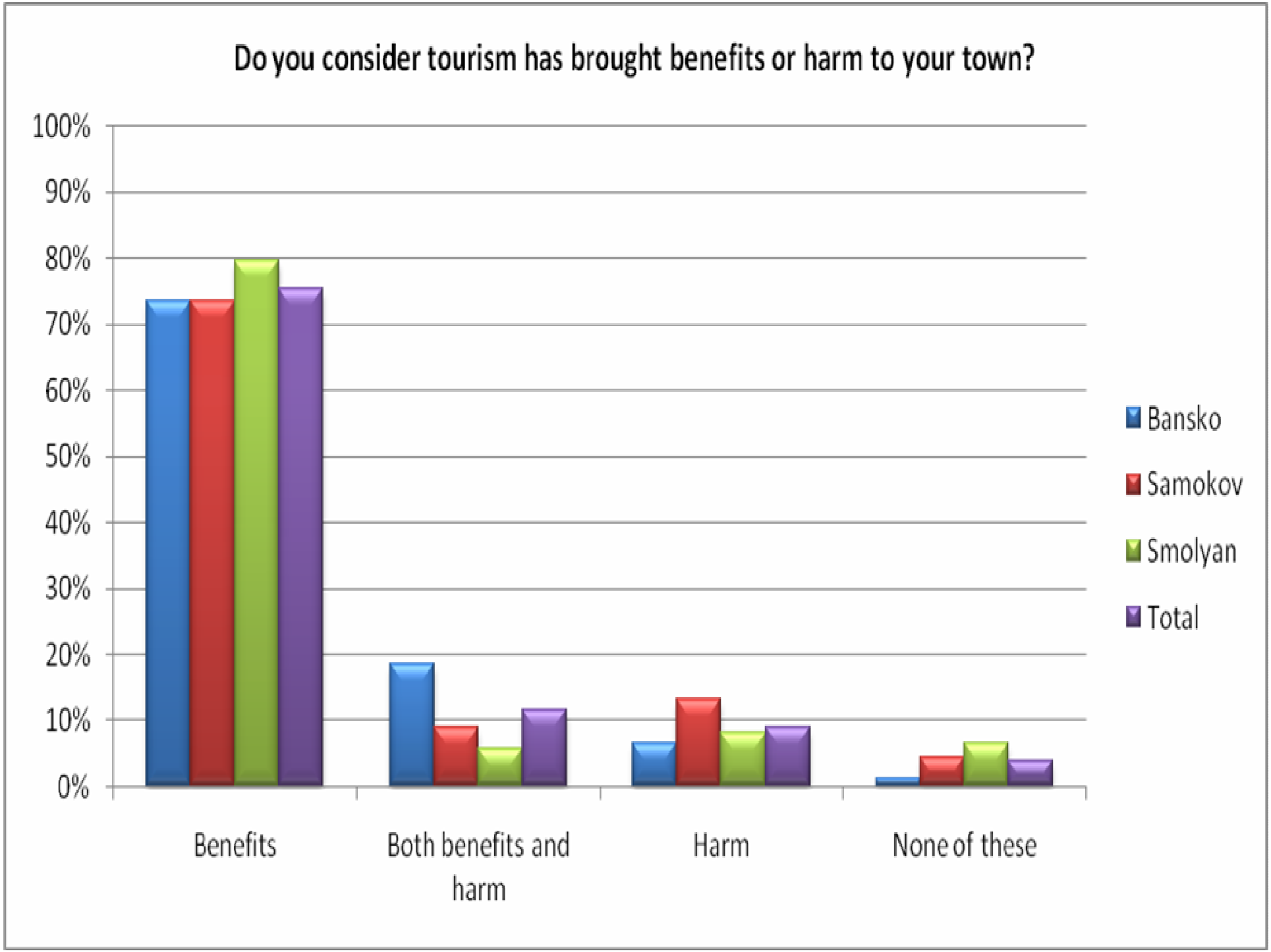
- **Winter tourists:**
  - Interviewed 250 tourists in Bansko and Borovets.
  - 23 issue of the economic, social and environmental orientation.
- **Local residents:**
  - Interviewed 485 residents of Bansko, Samokov and Smolyan.

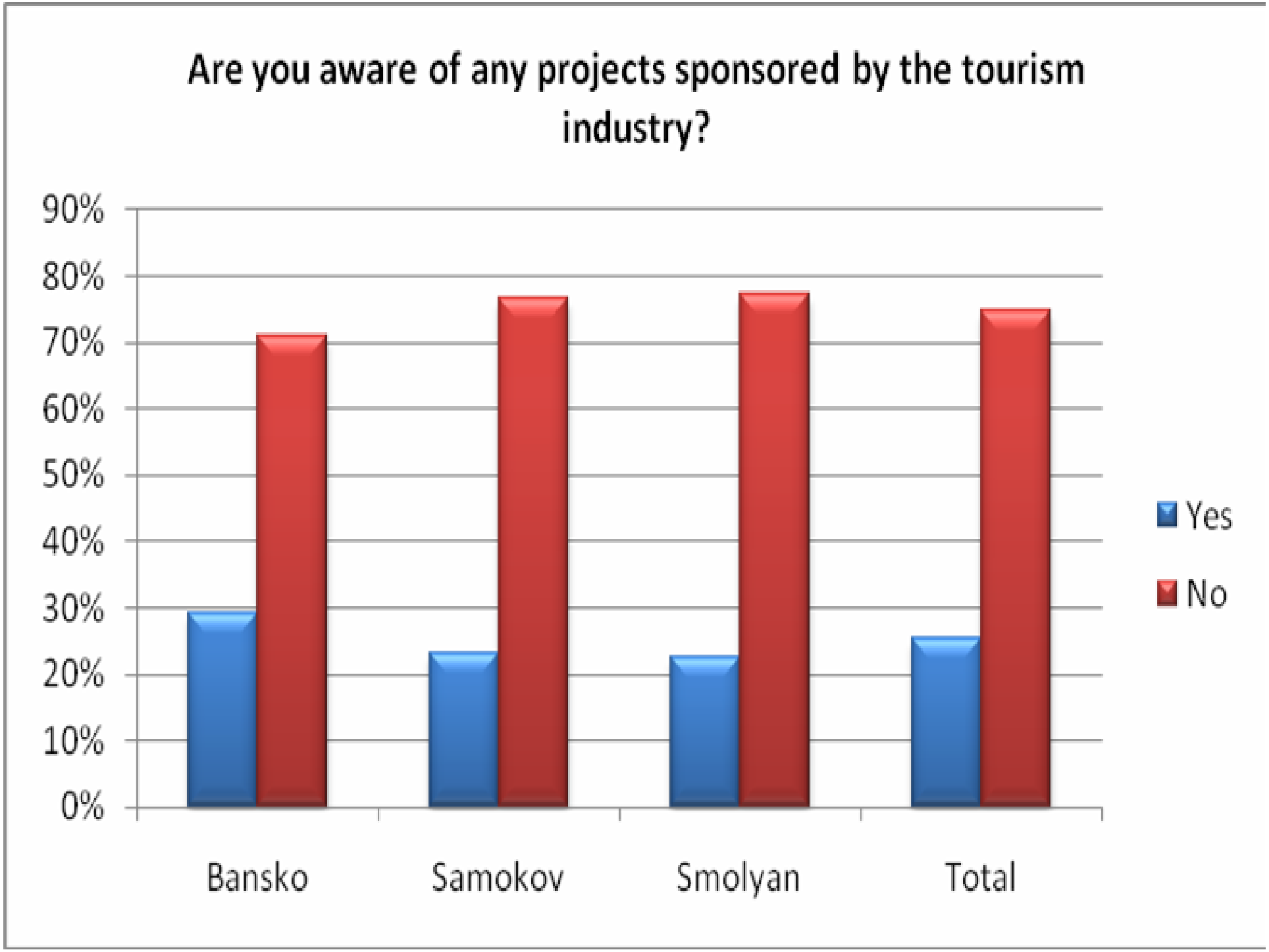
The Resorts

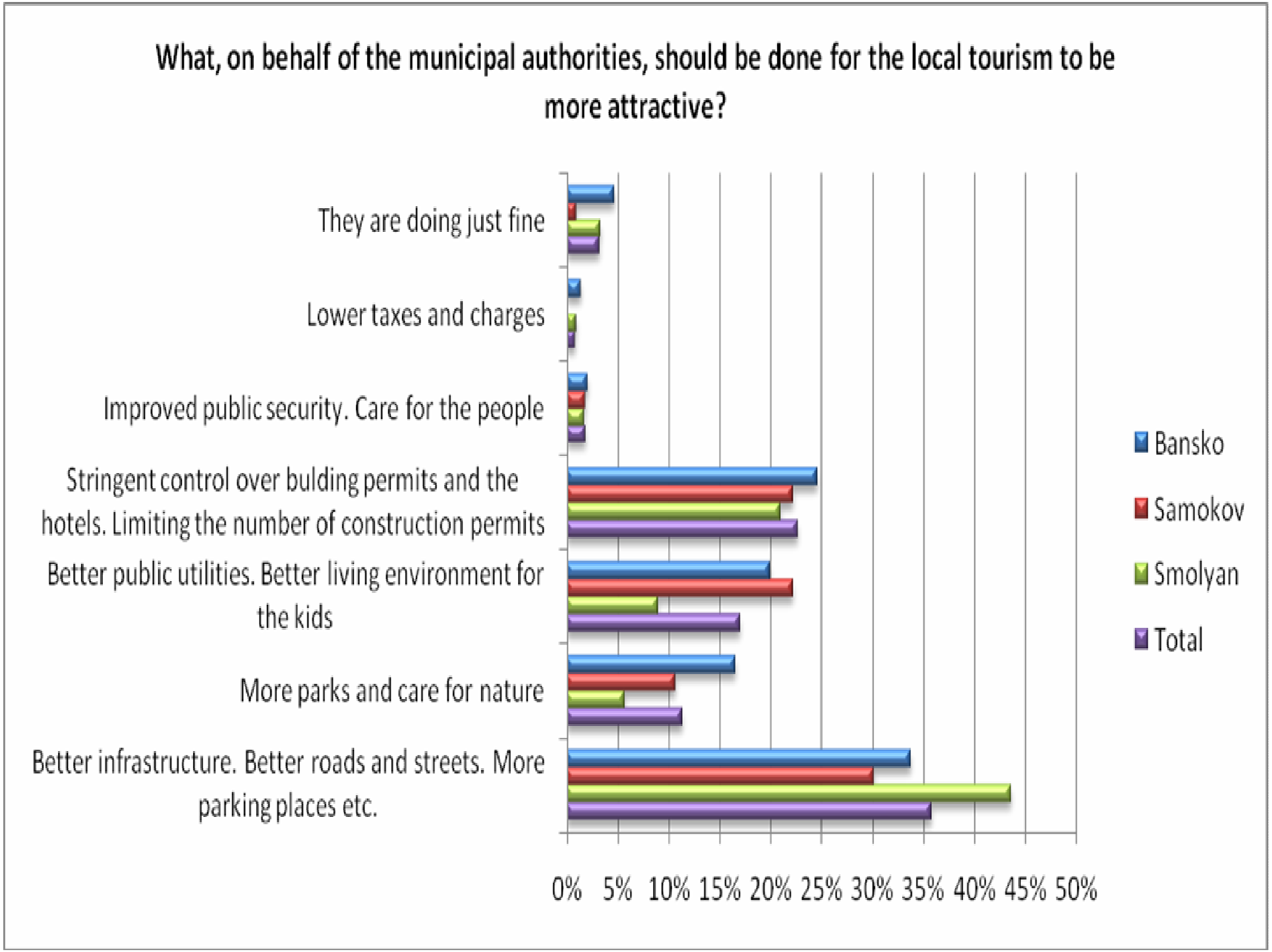
	BG	F
The resort was clean	86	76
The resort was managed well	49	75
The service was up to standard	33	61
There were not many things to do	17	23

Environment and Recycling

	BG	F
Saw separate bins for plastics, paper, glass	62	52
Replacing only dirty towels daily	58	53
Energy saving light controls in corridors	47	57
Energy saving bulbs in rooms	34	32
Thermostats on radiators and air conditioning	72	51
Waste bins in plentiful supply	46	54
Recently emptied waste bins	51	56
Proper use of no smoking areas	26	27


Do you consider tourism has brought benefits or harm to your town?
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Benefits
Both benefits and harm
Harm
None of these
Bansko
Samokov
Smolyan
Total


Are you aware of any projects sponsored by the tourism industry?
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Bansko
Samokov
Smolyan
Total
Yes
No


What, on behalf of the municipal authorities, should be done for the local tourism to be more attractive?
They are doing just fine
Lower taxes and charges
Improved public security. Care for the people
Stringent control over bulding permits and the hotels. Limiting the number of construction permits
Better public utilities. Better living environment for the kids
More parks and care for nature
Better infrastructure. Better roads and streets. More parking places etc.
0%
5%
10%
15%
20%
25%
30%
35%
40%
45%
50%
Bansko
Samokov
Smolyan
Total

Working hypothesis of the project?

CSR in tourism is not a luxury or
"To do something good "

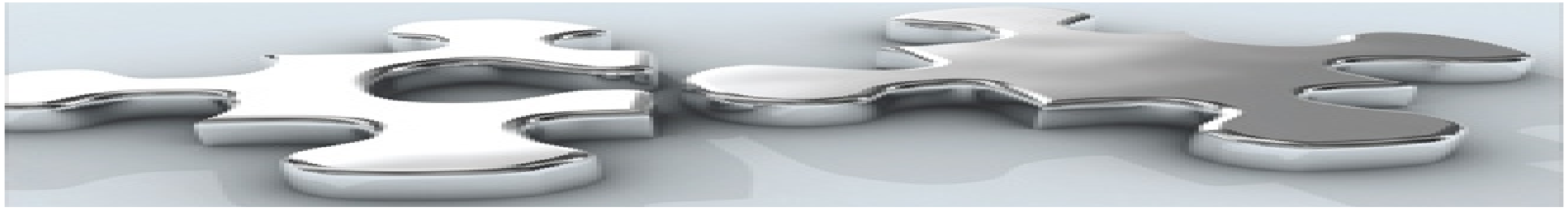
- CSR is the only way of thinking and responsible action and it will ensure the **sustainable development** of this important and profitable industry that could make the country more rich - both financially and in terms of quality of life.

- CSR concerns **all** and it must involve **ALL**!

More about the project?

- **Find our more about our EU supported project at www.tourism-csrbg.eu**
- **Participate in online surveys and encourage your friends /colleagues to do so.**
- **Join the research team (apply to office@bblf.bg)**
- **Participate with the industry moguls in workshops and seminars (apply to office@bblf.bg)**
- **YOU are a stakeholder – be heard! And be part of the solution!**

БЪЛГАРСКИ ФОРУМ НА БИЗНЕС ЛИДЕРИТЕ
Асоциран с Международния форум на бизнес лидерите на Принца на Уелс

Thank you for your time and attention!

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