Prospects for Sustainable Development in the Pacific: A Review of Corporate Social Responsibility in Tourism

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ABSTRACT

Recent UN reports and the emerging post-2015 agenda emphasise a key role for the private sector in fulfilling development goals. However, there has been little consideration of what this means in practice and how positive, sustainable change can be effected through this model. While there is a wealth of literature exploring the nature of Corporate Social Responsibility (CSR) and its benefits to companies, there is limited discussion about how such practices might support longer-term sustainable and inclusive development. In particular, there has been minimal work on this to date in the Pacific. In a region where multinational business is critical to the economy, there is a need to carefully assess the implications of CSR. This article reviews evidence on the contribution of CSR to community development and uses examples from the tourism sector in Fiji to consider its potential to bring about sustainable development in the Pacific. It suggests that in order to fulfil post-2015 goals, partnerships and collaboration will be required at local, national and international levels.

Key words: community, Corporate Social Responsibility, tourism, Pacific, development.