The Downside of the Travel Industry

- A study into Swedish travel companies' work with social responsibility

Bachelor Thesis in Marketing
Spring 2011

Authors:
Sandra Björklund   871012
Sofia Singer   870726

Supervisor:
PhD Jan E Skaug

Preface

This is the final result of intensive work and an interesting journey, which has resulted in great knowledge of the subject and awoken our full commitment. We hope that this commitment shines through in our study and provides an interesting reading experience.

We want to thank the respondents who have responded to our questions and further reflections, thereby contributed to the implementation of this study. They have all given us welcome and interesting insights into the problem areas under examination.

We would also like to thank our supervisor PhD Jan E. Skaug who has along the way contributed with valuable supervision and sound advice, helping us to reach our conclusions.

Finally, we would like to thank family, friends and boyfriends for their full commitment and support through moments of adversity as well as success.

Sandra Björklund   Sofia Singer

Abstract

Background and Problem: This study attempts to improve the understanding and to increase the public awareness of how the Swedish travel industry looks at and works with the concept of social responsibility. The focus is directed at examining how the attitude of travel companies affects their work with monitoring and control, as well as establishing whether cross-cultural differences in ethics and morals between markets have a significant influence of the respective companies' work with social responsibility in a global market. These specific areas of concern have been selected as they were considered to be of interest for further investigation after studying previous research. The absence of similar studies in this area means that our newfound knowledge can be considered valuable for future research and work with social responsibility within the travel industry.

Purpose: The purpose of the study is: *"to investigate and obtain a deeper understanding of Swedish travel companies' attitudes towards and reasons for working with social responsibility, focusing on monitoring and control, and cross-cultural ethics and morals."*

Methodology: This study has been conducted using personal interviews regarding social responsibility within the Swedish travel industry. A qualitative approach has been employed in order to collect and interpret the empirical material. The study is descriptive with respect to the existing body of knowledge concerning the chosen problem area and, accordingly, only selected issues of the problem area have been examined, albeit to a greater extent.

Results: The study concludes that travel companies with a more proactive attitude towards social responsibility work to a greater extent with monitoring and control of their responsibilities. One of the developed causes of smaller travel companies not working to the same extent with such monitoring and control might be due to their more cavalier attitude, an attitude which is largely based on the fact that they are not exposed to the same scrutiny and pressure from the societal environment. Moreover, the study concludes that ethical and moral differences between markets cannot be regarded as affecting whether Swedish travel companies shirk or expand their work with social responsibility more specifically in the Thai market. However, a divergence of ethics and moral between nations can be considered as a complex factor, which in turn highly impedes the companies' desired social work.

Keywords: Corporate Social Responsibility, social responsibility, monitoring and control, ethics and moral, travel companies.

Sammanfattning

Bakgrund och Problem: För att skapa en bättre förståelse samt öka den allmänna kunskapen om hur den svenska resebranschen ser på samt arbetar med socialt ansvarstagande har vi valt att genomföra en studie inom detta område. Fokus har riktats på att undersöka hur attityd hos reseföretagen påverkar arbetet med uppföljning och kontroll, samt om etiska och moraliska skillnader mellan marknader har ett yttrat inflytande på de respektive företagens arbete med socialt ansvarstagande på en global marknad. Vi har valt dessa specifika problemområden då vi efter studier av tidigare forskning ansåg dessa områden vara intressanta för vidare undersökning. Avsaknaden av liknande undersökningar gör att vår utmynnade kunskap kan ses som värdefull för framtida forskning och arbete med socialt ansvarstagande.

Syfte: Studiens syfte är: *"att undersöka och få en djupare förståelse för de svenska reseföretagens attityd till och arbete med socialt ansvarstagande, med fokus på uppföljning och kontroll samt kulturella skillnader i etik och moral."*

Metod: Vi har valt att genomföra personliga intervjuer gällande socialt ansvarstagande inom den svenska resebranschen. Vi har utgått från en kvalitativ ansats för insamling och tolkning av det empiriska materialet. Studien är deskriptiv i den bemärkelsen då det redan existerar en kunskap om vårt valda problemområde men vi har i linje med deskription valt att undersöka specifika delar av problemområdet på ett djupare plan.

Resultat: Studien visar att reseföretag med en mer proaktiv attityd gentemot socialt ansvarstagande i större mån även arbetar med uppföljning och kontroll av sitt ansvar. En av de utmynnade orsakerna till att de mindre reseföretagen inte arbetar i samma utsträckning med en sådan uppföljning och kontroll kan bero på deras mer obesvärade inställning, en inställning som till stor del grundas i det faktum att de inte utsätts för samma granskning och påtryckningar från omvärlden. Studien påvisar även att etiska och moraliska skillnader mellan marknader inte kan anses påverka de svenska reseföretagen i den grad att de vare sig smiter ifrån eller ökar sitt arbete med socialt ansvarstagande på den thailändska marknaden. Dock, kan en divergens i etik och moral mellan nationer utgöra en komplex faktor som i sin tur försvårar företagens önskade arbete.

Nyckelord: Corporate Social Responsibility, socialt ansvarstagande, uppföljning och kontroll, etik och moral, reseföretag.

Table of Content

Table List

Chapter 1

In this chapter we will broadly introduce the concept of CSR, its development and moreover present the relationship between social responsibility and Swedish travel companies. An introduction to the problem area is provided with particular focus on an explanation of why it is a problem of interest, and those affected by this problem. Furthermore, we present our purpose of the study, the restrictions and finally, the perspective of the study. The chapter concludes with a summary.

1.1 Introduction

Travel and the discovery of new places has always fascinated human nature. However, there exists another side to the paradise that Swedish travel companies communicate to their customers. Poor working conditions, presence of child labour, prostitution and illegal workers are all examples of this downside. (Elfström et al. 2008, p.5) Globalization and increased channels of communication have resulted in a greater awareness of these matters among both consumers and interested organizations. Consequently, an ever-increasing pressure is put on Swedish travel companies to improve their Corporate Social Responsibility policies in the form of monitoring and control, and to act more socially responsible in the markets where they operate. (Grafström et al, 2008 p.36) Moreover, companies are also frequently exposed in the media for not taking sufficient responsibility for human rights, social conditions and other cultures.

As globalization increases, such issues of responsibility do not only become more complicated but also more important to consider in terms of ethics and moral. Acting accurately and responsibly becomes difficult to define since acting ethically and morally correctly, based upon Swedish standards, does not always correspond to acting ethically and morally correctly in the markets where companies operates. Approaches to cross-cultural national differences related to social responsibility is not yet an area which has been investigated in great depth, which is exacerbated by the conclusion that the relationship between globalization and national approaches to social responsibility needs further investigation. (Chapple & Moon 2005, p. 416, 439) Consequently, we decided to conduct research into the Thai market with the travel industry as the area of study since it is considered to be an industry, which because of its widespread global presence also experiences a complexity concerning the consequences of their activeness.

We expect that our study will be of relevance to companies within the service industry where the current situation is characterized by a lack of knowledge about how to work with CSR and, more specifically, how to take their social responsibility. Furthermore, to force the travel industry to take more responsibility and to begin to act more ethically and morally correctly, it requires that both consumers and organizations gain a deeper awareness of the situation in the Thai market. This study will therefore hopefully encourage further discussion relating to this existing situation. We hope that our result contribute to a deeper understanding of the topic, for both consumers and organizations. We do not expect to come up with a solution to the problem but it is hoped that a forum for discussion is opened and further thoughts provoked.

1.1.1 Corporate Social Responsibility

Corporate Social Responsibility (CSR) is the appellation given to the responsibility a company is expected to take for its activities and its impact on society at large. This applies both to the environment, human rights, labour rights and the economy. Furthermore, this responsibility can be divided into three aspects (Craig Smith, 2003. repr. Som, 2009, p. 473).

- Economical responsibility
- Environmental responsibility
- Social and ethical responsibility

1.1.2 The Background and Development of CSR

Corporations have long been seen struggling with how to respond and take charge of their activities affecting the society. Initially, the focus was only on being responsible for producing maximum profit to the shareholders but companies soon realized that this should at least happen within the framework of laws. When activism began during the 1970's and the 1980's, more attention was drawn to corporate impact on society and the environment, and various interest groups began working actively for the improvement of Corporate Social Responsibility. A shift was identified from companies simply focusing on shareholders' interests to also including the environment, employees and consumers. Significantly, from that time on, companies were forced to constantly strike a balance between profit maximization and stakeholders' interests in the environment. Since then, a variety of definitions and expressions of what Corporate Social Responsibility (CSR) is supposed to include have formulated. (Carroll 1991, p. 39) A common view of most scientists however, was that the focus should transfer from the denomination of social responsibility to social responsiveness, which would include an economic responsibility but also a legal, ethical and discretionary response. This shift meant that more attention would be focused upon the actions and performances of businesses instead of obligations. Rather than CSR having a negative connotation the scientists wanted to create a positive atmosphere in order to motivate companies to adopt CSR. Today, CSR is a global concept to embrace and within the company performance, it is essential to include social goals and programs as well as ethics in all decision-making situations. (Carroll 1991, p. 40)

1.1.3 Corporate Social Responsibility Today

There are different reasons for companies giving CSR a more prominent role in the corporate world of today. To begin with, companies cannot focus solely on profit maximization and profitability when society is increasingly influenced by their expansion and decisions. This becomes even more important as companies establish themselves in global markets. Such an establishment will not only increase profitability but also signifies a complex dilemma when companies take the decision to work in countries with different ethics and morals. These companies have to understand that the search for high profitability also has a social and environmental impact. (Craig Smith, 2003. repr. Som, 2009, p. 496)

1.1.3.1 Corporate Social Responsibility and the Social Environment

As society in terms of consumers, Non Governmental Organizations (NGO:s) and governments, has become more aware of environmental and social aspects, resulting in a requirement for companies to embrace the concept. Furthermore, as information access escalates due to the Internet and other medias, stakeholders may more easily monitor and disseminate available information about certain companies. (Grafström et al 2008, p.36) It is under this pressure from the outside that companies feel forced to pose for working with a CSR policy. Therefore, a situation that frequently occurs today, is that a range of companies claim to work with a CSR policy but, in reality, do not fully implement such a strategy. Such an explicit work is instead done with the aim of improving brand image and reputation. Accordingly, companies of today have to be increasingly forced to meet their social responsibilities in reality, and, thanks to the work of anti-globalist organizations and prominent NGO:s, improvements has been seen. Examples of such improvements can be found in companies from the clothing and manufacturing industries. In these instances, consumers are more challenging than carrying following awareness of labor conditions and environmental impact (Grafström et al 2008, p. 34) However, some industries, such as the service industry are still experiencing troubles with implementing, monitoring and controlling a promoted CSR-strategy in reality. (SwedWatch 2008, p.2)

1.1.3.2 Corporate Social Responsibility within the Travel Industry Today

The service industry can in many cases not be considered to be as advanced in their CSR responsibilities such as the industries mentioned above. The fact that CSR policies are soft values makes it difficult for this kind of industry to develop and implement specific CSR strategies. (Grafström et al 2008, p. 152) Today, the situation within the Swedish travel industry is considerably more complex, particularly with regards to the Thai market. Frightening information has emerged about how Swedish travel companies exploit indigenous land, excuse the presence of prostitution, child labor and poor conditions for migrant workers employed by subcontractors. (Elfström et al. 2008, p.5) A number of illegal migrant workers from Burma have been found working with Thai hotel construction without job security and satisfactory wages. (Elfström et al. 2008, p.15) The situation is currently characterized by Swedish travel companies taking an overly passive role and the process of taking responsibility for social and ethical aspects of tourism, although companies have certainly reacted when irregularities have been found. Overall, Swedish companies, as well as their suppliers, should be pressured more to not only comply with national Thai laws but also to go one step further in their social and ethical responsibilities. (Elfström et al. 2008, p.69)

1.1.4 Ethical and Moral Dilemmas within the Travel Industry

Today the travel industry in Sweden is represented by a number of different travel companies. It is these travel companies that lay the foundation for the traveler's premises. Furthermore, they have to take daily decisions, which regularly are influenced by ethical and moral factors. The difficulty here lies not only in the discussion of what is ethically and morally right, but also in what is ethically and morally right in the specific country where one operates. In spite

of laws and treaties, which often are geographically separated, norms and values also differ between cultures.

1.1.5 The Authors' Idea of the Chosen Topic

We consider that the relatively newly emerging concept of Corporate Social Responsibility gives rise to a debate regarding why companies should act in a responsible manner what the motives behind such a responsibility might be. We began by questioning why Swedish travel companies choose, or in some cases do not choose, to assume social responsibility for their subcontractors and the imprints they leave on their non-national markets. Is it a result of societal pressures, a way to foster goodwill, or is it simply a will to act in an ethically correct manner? As the situation appears today, we consider the Swedish travel companies to work in varying degrees with social responsibility, and the majority communicate some sort of responsibility on their websites. The question we asked ourselves is whether this responsibility is reflected in full and whether the companies actually do possess a control over what is happening in their ethically and morally diverse markets.

1.2 Purpose and Research Questions

We want to try to explain why Swedish travel companies work with, or do not work with, social responsibility and which factors that influence their work. This is in order to create an insight among the social environment and furthermore create a groundwork for a better knowledge of social responsibility within the Swedish travel companies.

"to investigate and obtain a deeper understanding of Swedish travel companies' attitudes towards and reasons for working with social responsibility, focusing on monitoring and control, and cross-cultural ethics and morals."

The argument for our purpose is based on the idea that we believe issues concerning factors such as monitoring and control, as well as ethical and moral differences between countries, to be crucial for a successful work with, and the development of greater social responsibility within the travel industry. We intend to examine whether the attitude towards social responsibility affects a company's work with monitoring and control of such activities. Moreover, our intention is to investigate if a difference in cross-cultural ethics and morals do influence into what extent Swedish travel companies work with social responsibility. For this reason, a greater understanding of these issues is required both within the travel industry and within the social environment in order to allow the society to put pressure on the companies involved. The purpose is summarized by the following research questions:

Question 1: *Could it be that the travel companies' attitude towards social responsibility in the Thai market does influence into what extent a travel company works with monitoring and control?*

Question 2: *Ethics and moral differ between cultures. Could it be that this factor contribute to the extent the Swedish travel companies take or shirk from their social responsibility?*

The argument for choosing these specific questions is based on the fact that we after studying the concept of CSR in a broader manner, it was discovered that monitoring and control is one of the factors impeding the company's work with social responsibility. This is the reason for us considering it as relevant for further investigation. In addition, we chose the specific question of ethical and moral differences since we also consider this to be a factor, which impacts the work with CSR when operating in a global market.

1.3 Restrictions

We have chosen to restrict our study to relate to Swedish travel companies and their effect on the Asian market. Swedish travel companies will in our study only constitute of companies offering travels by air and complete travel solutions such as "charter solutions". Therefore travel companies offering trips by train, bus or car will not be considered. Since the Asian market consists of several nations, all with different cultures, we have chosen to restrict ourselves simply to the Thai market, since this is a destination all of our chosen operators offer trips to. Moreover, Thailand is known for the nation's problems regarding social aspects and parallel is a frequent destination for Swedish tourists. Additionally, the Thai market is chosen primarily to be able to relate our problem to the reality and to provide the travel companies with a specific market to relate to when giving their responses during the interviews conducted. Thus, the link to Thailand as a country is only used for this purpose why the link throughout the study sometimes can be perceived as weak.

Moreover, throughout this study, CSR will only consist of and be defined as social responsibility. Consequently, the environmental and economical aspects will not be considered. CSR refers henceforth therefore, to social responsibility. Social responsibility is for example signified by an absence of child labour, prostitution, sex tourism, poor working conditions and job security. Regarding the ethical and moral aspect of our study, many different angles can characterize such an aspect. We therefore restrict ourselves in this study, however, to only look at ethics and morals from the perspective of how to relate to other nations' norms and values, from a home or host country perspective.

1.4 Perspective

We examine a company's impact on the society, but choose to see this influence from a social perspective and for this reason our study will be carried out mostly from a social as well as a global perspective. This is based on the desire to examine how corporate attitude and actions affect the social environment, in the form of the local population, in the selected global market. Certainly, we do study the travel companies' work and impact on the Thai market but our wish is to stimulate a debate and to highlight the public at large about the existing problem, why the social perspective is of higher relevance. Regarding the global perspective, we are of the view that even though we have chosen to study simply the Thai market, the study is also of relevance for other markets where similar situations exist.

1.5 Existing Definitions and Concepts

CSR: There is no universal definition of Corporate Social Responsibility (CSR) but the basic definition of the concept is to strive after a more transparent business practices regarding ethical values, legal requirements and respect for people and the environment. Beyond making profit, businesses should take responsibility for their impact on the people and the environment affected by their actions. (Zynia, 2002)

Monitoring and Control: Monitoring and control is throughout our study defined as a monitoring and control of the social responsibility, advocated by the travel companies themselves and moreover that the travel companies control that the social aspects are taken into account in place, for example, in hotels and at event organizers.

Ethical and Moral Dilemma: The dilemma concerns which ethics and morals companies should apply, home or host country norms and values, when operating in a foreign market. To exemplify such a dilemma one can think in terms of how to relate to prevalence of prostitution, child labor and the lack of sufficient working conditions for employees.

Travelife: Travelife, is a control system created by the European Association, comprising measuring systems and guidelines for improvements in social and environmental responsibility within the travel industry. Travelife signifies the fact that hotels are able to independently improve their work with and performance in the context of CSR. (Fritidsresor F)

1.6 Summary

This chapter began with a discussion of CSR as a concept and moreover the background and development of the concept were presented. Social responsibility within the service industry and the present work associated with it was reflected upon, and a presentation was made of the ethical and moral dilemmas within the travel industry. We presented our arguments for the study, which were more specifically defined in the purpose and the research questions directing the study. For a better understanding of this continuous study, restrictions for the study were set and explanations and perspectives were clarified. The chapter hereby concludes with this summary.

Chapter 2 Problematization

In this chapter we develop and deepen our discussion regarding the problem. We discuss the issues mentioned in the introduction further and, moreover, associate this with previous research and studies conducted within the subject. The chapter concludes with a summary, which reports back to the purpose of our study.

2.1 An Introduction to the Problematization

After deeper research within the subject we uncovered the problem of the lack of monitoring and control to has arisen due to the fact that there are few practical methods for such monitoring and control of social responsibility both in financial terms as well as in reality. This is mostly due to the fact that social responsibility can be regarded as soft values. (Grafström et al 2008, p. 152) Moreover, since travel companies are working on a global and expanding market, different approaches to ethics and morals will appear. (Moon & Woolliams, 2000) The problem concerns the approach that Swedish travel companies should implement in the Thai market, host or home country values, and how this affects their work with social responsibility.

This introduction to the problematization once again forms the basis for our research questions:

Question 1: *Could it be that the travel companies' attitude towards social responsibility in the Thai market does influence into what extent a travel company works with monitoring and control?*

Question 2: *Ethics and moral differ between cultures. Could it be that this factor contribute to the extent the Swedish travel companies take or shirk from their social responsibility?*

Related to this discussion is also the viewpoint whether the companies choose to take the responsibility in the markets where they operate and whether or not the companies should do so. The aspects of scrutiny and pressure from society tend to play an important role considering the companies' brand image improving actions. Additionally, the problem regards whether companies' main focus is solely to maximize their profit or if such profit maximization also is possible to contain a responsibility for social aspects. This reasoning formulates our general question, which will be further discussed in chapter 2.4

General question: *Why do companies work with, or do not work with, CSR?*

2.2 Previous Research

In order to provide ourselves with a broader picture of the problem we have chosen to study the following previous research compiled in Table 1. Table 1 consequently presents previous research and its contribution to the scientific research of today. We have chosen these specific

articles and literature since we after deeper investigation found these to be the most relevant for our study. Additionally, the author Archie B. Carroll has completed with a great amount of studies within the topic of CSR, which also were applicable to our specific study and Carroll's knowledge was required to take into account.

Authors	Title	Purpose	Contribution of the research
Marc J. Epstein (2008)	Making sustainability work	To explain how a company should weigh their CSR work between social, economical and environmental initiatives.	The Model of Triple Bottom Line. How to be socially responsible, environmentally sound and economically viable.
Aviva Geva (2008)	Three Models of Corporate Social Responsibility: Interrelationships between Theory, Research and Practise	To explain the view of CSR.	Three basic models to see the relationship between domains of responsibility. - Pyramid - Intersecting circles - Concentric circles
Archie B. Carroll (1991)	The Pyramid of Corporate Social Responsibility: Toward the Moral Management of Organizational Stakeholders	To provide an outline of 4 components in order to understand the nature of CSR.	A Pyramid of CSR which provides a framework for understanding a firm's economic, legal, ethical and philanthropic performance.

Table 1: Previous Research

2.2.1 The Authors' Discussion

The research presented above is admittedly not completely in line with the formulation of our problematization but it does contribute to a broad basis for a background understanding of the concept and structure of CSR. We believe it to be necessary to first take on the contribution of this scientific research, in order to be able to develop our own problem deeper. However, this research does not provide any basis for our theoretical framework.

2.3 Previous Studies

In order to provide ourselves with a broader picture to the problem we have also chosen to study the following previous studies compiled in Table 2. Consequently, the table summarizes the purposes of these studies and moreover which contribution the investigations have endowed with. We wanted to complete the above-mentioned research and literature studies with studies performed more recently and consequently of a more actual character. This was in order to widen our knowledge base further before starting to affect our own topic.

Authors	Title	Purpose	Contribution of the study
Kristina Berninger & Karin Samulesson (2009)	Uppdrag Framtid- en studie i researrangörers sociala ansvar	To create a general understanding of CSR and how it can be implemented in strategic and operational levels.	No one general definition of CSR exists. For this reason there are different ways of implementing CSR strategies that all strive towards the same goal of sustainability.
Cecilia Hebeler & Helena Mårdh (2010)	CSR- alla företag har ett klimatansvar, det är bäst vi lägger oss ner och dör	To investigate whether the tour operators take the responsibility they claim to take or if such actions are made only for marketing purposes.	It is difficult to connect CSR to the actual company. Companies do work with CSR in order improve their reputation. There do exist a range of definitions of CSR, which differ between different parties.
Sanna Bastås & Katarina Gälldin (2010)	Etik och Ansvar inom All-inclusive, en känslig fråga	To investigate Swedish tour operators' work with ethical aspects within all-inclusive.	The travel industry should learn from the ethical work permitted by other industries.
Jenny Eriksson (2009)	En kartläggning av Sveriges researrangörers arbete med mänskliga rättigheter och hållbar utveckling	To provide a comprehensive picture of where the Swedish travel industry is positioned in the development towards sustainable tourism development.	The Swedish tourism industry still has a long way to go in order to achieve sustainable development.

Table 2: Previous Studies

2.3.1 The Authors' Discussion

These previous studies are partly in line with our problem and from the summary above we can learn from the fact that the concept of Corporate Social Responsibility have different definitions and meanings depending on the actor involved. For this reason, the attempts to work socially responsibly on a universal basis are worsen. Consequently, it becomes difficult to develop a universal monitoring system, which is of interest for our own study. There is also a proposal for further studies of how smaller travel companies do handle such problems. (Hebeler & Mårdh 2010) Furthermore, the studies presented above indicate that the travel industry still has a long way to go in their work with social responsibility and the suggestion is to take inspiration for their work with ethics from other industries. This might also be of interest for the continuing procedure of our own study.

2.4 The Authors' Discussion about the Problem

An expanded responsibility, which extends beyond the economical responsibility, is generally not seen as a strategic resource, which can provide business benefits to the extent we consider it to be. Therefore, we seek to build a greater awareness of why or why not travel companies take or do not take their social responsibilities in the Thai market today. Underlying factors

may be the corporate attitude and approach to social responsibility, ethics and morals as well as the difficulties that may arise within this work. Furthermore, it is possibly due to ignorance and resentment when the work itself is often complex in the case of soft values, and difficult to monitor and respond to. Additionally, the ethical and moral differences between countries will always play a role.

Furthermore, a contributing element of the problematization is the fact that different industries are at different stages in their work with social responsibility. For this reason we consider it interesting to study specifically the travel industry, since it has claimed to be less advanced in its social responsibility development. In addition, the complexity of the responsibility accelerates when operating in a global market, which is one of the contributing factors for us to choose the travel industry. The problem was highlighted to the public around the year of 2008 when SwedWatch, a non-profit organization, published a report on the critical social situation in Thailand, which also was presented briefly in the background. From attention being highly focused on environmental and climate impact, the social aspect of the tourism activities was also brought into light. This proved to be of both a positive as well as a negative character. Negative from the business perspective, in the sense of those companies experiencing a greater difficulty in shirking the responsibility required for the markets where they operated. Positive from a social perspective, in the sense that companies were forced to act and design upon a change.

Based on the situation prevailing today, we further want our study to create an awareness of the present lack of monitoring and control. In addition, to try to show that attitude and approach can possibly influence the extent to which travel companies take their social responsibility and follow up on this. The problem is relevant both for the Thai market, mainly in the form of the people involved in the travel industry rampage but also for the travel companies themselves. This since, in many cases, the companies want to handle the problem but might be hampered by lack of opportunity to control and the difference of norms and values which exist between different markets. This has shaped our research questions. In conclusion, therefore, our study will take off in the problematization of the absence of monitoring and control in the Thai market, and additionally how ethical and moral differences in the east and the west influence the travel companies' social responsibilities. These statements beg **the general question:**

Why do companies work with, or do not work with, CSR?

2.5 Summary

We began this chapter by introducing the factors, which we consider to be of greatest relevance for the problematization. This concerned the difficulties working with monitoring and control within the travel industry. Furthermore we touched upon the ethical and moral dilemma regarding various norms and values in different markets. Additionally, previous research was presented in the form of scientific articles, which we decided only to use as a knowledge base for a greater understanding of our continuous study. We also touched upon

previous studies in terms of previous papers, where we observed ascertain difficulties in the form of the complexity of defining CSR and the development of a universal monitoring system. Finally, we went through a discussion about the problematization in terms of; when the problem did occur? Why it did occur? For whom is the problem of interest? Moreover our general question was designed as; Why do companies work with, or do not work with, CSR? The chapter hereby concludes with this summary.

Chapter 3 Theoretical framework

In this chapter relevant theories of the problem area is described. This is to gain a deeper understanding of theories, which can be related to social responsibility, and ethics and morals, and therefore be relevant to our problem under discussion. After presenting the theories we will engage in a critical discussion to deduce which theories will serve as a basis for the analysis of our empirical work. The chapter will conclude with a summary.

3.1 Introduction to the Theories

As a base for our further investigation and analysis, we have chosen to study the Friedman Doctrine, since the theory can facilitate our ambition of responding to our general question regarding why do companies work with, or do not work with, CSR, and whether the companies believe social responsibility only concerns profitability or if it also includes something beyond. In order to support our problem concerning the travel companies' attitudes and moral stance towards social responsibility and how this attitude in turn affect their work with monitoring and control, we will take off in Kohlberg's theory about moral development and moralization. This since the theory can contribute to an understanding of where in the moral development our chosen travel companies are positioned in order to benefit with parallels to their work with monitoring and control. Moreover, we made the deliberate choice to describe motives and categories for social responsibility in order to further enable support to the problem concerning the company's attitude towards social responsibility and moreover how prominent they are in their work with such a responsibility. Finally, we have chosen to conclude with a discussion about ethics and morals with base on different scientific approaches, since there still does not exist a general cross-cultural theory. Although, the discussion can support our problem of which approach the travel companies should require in the Thai market, home or host-country ethics and moral.

3.2 The Friedman Doctrine

"There is one and only one social responsibility of business – to use its resources and engage in activities designed to increase its profits so long as it stays within the rules of the game, which is to say, engages in open and free competition without deception or fraud."
(Friedman 1970)

3.2.1 Social Responsibility versus Profitability

This quote constitutes the basis of the Friedman Doctrine, a well-known economic theory concerning social responsibility in business and labor. The argument concerns the fact that there has been a recurring theme that managers within their work, deal with social responsibility, which is not only restricted to satisfy stakeholders and employees. According to the Doctrine, this is against the free nature of the economy. The idea of a free economy is that Corporate Social Responsibility only signifies a use of resources and activities in such a way so that profitability can increase the maximum. Such profit may be possible to achieve

when the company stays within the laws and rules and compete on a free basis. The Doctrine claims that a revealed trend for companies assuming their social responsibility simply undermines a free society where the idea is to make as much money for its stakeholders as possible. If the companies choose to go beyond this and also accept a responsibility beyond profit maximization for its stakeholders, the question occurs regarding how to know what this responsibility entails and moreover how private individuals can understand what social responsibility actually signifies. Finally, the question also involves how great the burden of such a responsibility will be for the company. (Friedman 2002, p. 133)

3.2.2 A Responsibility for the Business or the Individual

Moreover, The Doctrine discusses whether a company can actually be accused to have a social responsibility since it stresses that only individuals according to the theory can be considered to have a responsibility. Parallels between a company and an artificial person can be made and, in that manner, a corporation should be claimed to have a responsibility. However, the theory responds by stating that this is a far too vague argument for assuming that businesses should take such a responsibility. Furthermore, the theory highlights what such a responsibility in that case would be. If the responsibility should be at the individual level, it is in such cases individual businessmen, so-called corporate executives, who should be taking the responsibility. These corporate executives, according to the theory, only have a direct responsibility for their employees and their needs, needs that mainly intend to make as much profit as possible as long as it stays within the law. (Friedman 1970, p. 1)

3.3 Lawrence Kohlberg's Theory

3.3.1 An Overview of the Theory: Moral Stages and Moralization

The cognitive developmental theory of moral stages and moralization consists of a description of six moral stages which present a picture of what moral development signifies and, moreover, how to understand and asses it. (Lickona 1976, p. 31) The concept of the theory is that moral reasoning can be divided in to certain stages, which submits the structure of reasoning and moreover involves three different characteristics. The first characteristic is known as organized systems of thoughts or "structured wholes", which signifies the fact that individuals rely on their level of moral reasoning. The second characteristic is in the form of invariant sequence, which means that individuals will always proceed to the next series of stages without being able to skip a certain stage. This is a characteristic, which can be seen in all cultures. Finally, there is the characteristic of the stages being "hierarchical integrations". A tendency has been studied where the highest stage available always is preferred. According to Kohlberg, the theory of Moral stages and Moralization could be implicated in many different ways such as all levels of individuals, societies and companies. (Bergling 1981, p. 13)

3.3.2 The Moral Stages: A Theoretical Description

The model of the theory is divided into three levels, where each of the levels is divided in to two stages. Thus, the theory consists of three levels and six stages, where the second stage in each level has a more advanced and organized form. To facilitate the understanding of these three-mentioned levels one can imagine them as different types of relationships between oneself and society's rules and expectations. The first level is the *preconventional level*, which consists of stage 1 and stage 2 accordingly. The preconventional level is characterized by someone or something, that considers rules and social expectations to be an externalized factor. (Lickona 1976, p. 33) Furthermore, this level infers the good and bad, and the consequences of these in form of punishment and reward. The first stage in level 1 is characterized by obedience and punishment orientation, and mainly affects how to avoid punishment. The second stage is of a more egoistic character, which prominently discusses the benefit of acting in a certain way and what profit one can retain by acting morally. The second or the *conventional level* signifies someone or something that strives for a conventional role of conformity. In this level, one has succeeded in identifying the self and the fact that the interest of acting accordingly to the authorities is of a greater value. Stage 3, the first stage in level 2, composes a wish for seeking approval from the environment and moreover to retain good relations. An authority, on the other hand, characterizes stage 4, and to maintain a social order orientation is of highest priority. (Bergling 1981, p. 13) Finally, level 3 named as the *postconventional level*, which is characterized rather by self-chosen principles than following expectations and rules defined by others. (Lickona 1976, p. 33) Stage 5 signifies an acceptance of the law and democratic rights, where the social orientation is of superior value. When one finally reaches stage 6, ethics and morals have become an individual principle of conscience of a more universal character. (Bergling 1981, p. 13)

3.3.3 Matrix

In order to clarify the understanding of the theory we conclude Kohlberg's theory of Moral stages and Moralization by compiling a matrix.

Level and Stage	Character	Motives for doing right
Level 1- *Preconventional* Stage 1	Obedience and punishment	Avoid punishment, reward- seeking
Stage 2	Egoistic	Benefits for acting in a certain way. Profit-seeking
Level 2- *Conventional* Stage 3	Seeking approval from the environment	Retain good relations
Stage 4	Authority. Social order orientation of highest priority	To meet defined obligations

Level 3- *Postconventional*		
Stage 5	Accepting law and democratic rights	The greatest benefit for the greatest number
Stage 6	Individual conscience	Personal commitment to universal moral principles

Table 3: Kohlberg's Theory about Moral Development and Moralization

3.4 Motives and Categories concerning Social Responsibility

There are various reasons for the extent companies take their social responsibilities. The current debate in society concerns whether companies claim to assume social responsibilities to improve their reputation, or if it only depends on the rules and laws, which means that companies need to work actively within the framework of such social issues. For companies, an improved reputation might create the possibility for attracting both new and old investors, and shareholders. (Grafström et al 2008, p. 157) Another reason for taking a social responsibility could be the increasing pressure from the environment, which rushes for a more active approach and a greater social responsibility by companies. (Grafström et al 2008, p. 34) A frequent matter is the fact that companies need to act socially responsibly in a risk-minimizing way in order to avoid criticism. This is considered to be a relatively passive strategy, where the companies estimate the risks, which will occur if they do not take any interventions. (Grafström et al 2008, p. 155)

There are different ways of relating to the motives working with social responsibility. These reasons fall into four categories; *passive, reactive, proactive* and *preventive.* If a company belongs to the passive category, the subject of CSR is considered to be of a problem solving character. The consequence is that the company reacts and acts only when authorities and other stakeholders impose upon reactions. The reactive category, however, means that the company works with risk minimization. The outcome is that the company actively works to prevent its brand value from being damaged of potential social and environmental risks. The third category is the proactive company, whose motive is to be innovative. The implication is that the company strives for strategic market opportunities in terms of products, services and technology, which CSR can give rise to. Finally, there is the prevention category. The motive for this category is made up of a social responsibility and the consequence is that the company also looks towards the future and works to achieve sustainable solutions in their interaction with the stakeholders. Benefits can arise from such interactions when deeper relationships are developed with stakeholders and suppliers. (SIS Handbok 40:2005, p. 11)

3.5 Ethics and Moral Discussion

We will here proceed with an ethical and moral discussion with its base in a number of scientific articles, concerning *Three Moral Types, Cross-cultural Differences* and *the Integrative Social Contracts Theory*.

3.5.1 Three Moral Types

According to Archie B. Carroll (1991, p. 44) there exist three moral types; immoral, amoral and moral. These types are aimed primarily at the managers who run companies.

3.5.1.1 Immoral

An immoral manager is characterized by the fact that they have difficulty accepting ethical principles and have a negative attitude towards morality. Furthermore, the managers primarily focus on success and profitability, and consequently, they consider laws and legal standards as obstacles to overcome in order to achieve personal as well as business related advantages. (Carroll 1991, p.44) These factors contribute to an abuse on both national and local level. Furthermore, no account is taken to the needs of society and consequently no return is contributed to the society where the company operates. (Carroll 1991, p. 47)

3.5.1.2 Amoral

Amoral is the second type of management ethics, characterized simply by an absence of an ethical and moral consciousness, signified by no sensitivity on how the daily business decisions affect others. Amoral managers do follow the law but they rather see it as an ethical guide with no further consideration given to the consequences of their actions. Within this category, there are also those managers who believe that ethical decisions are only something, which concern the single person and not the company. This signifies the fact that an unethical action can be made for the simple reason that the managers are unaware of such an act being purely unethical. (Carroll 1991, p. 44) Within this category, society is not taken into account while making decisions, neither are people or local government. (Carroll 1991, p. 47)

3.5.1.3 Moral

The last ethical category is named as moral management, which implements a high standard of ethics. These managers obviously still have a yearning for being profitable but only within the framework of legal, as well as ethical premises. Within this category the law is considered as a minimum ethical effort and insures stakeholders' interest to constitute an essential part in the company's activities. For this reason, codes of ethics and other documents are used in order to protect its stakeholders' interests. (Carroll 1991, p. 45) A moral manager attaches importance to act as a good corporate citizen, and simultaneously tries to acquire others to act in the same way. Ensuring community goals and company goals to be equivalent does mean that one is engaged in a strategic philanthropic manner. (Carroll 1991, p. 47)

3.5.2 Cross Cultural Differences in Ethics and Moral

Below we will present and touch upon two different scientific viewpoints on how to conduct to cross-cultural differences in ethics and moral.

3.5.2.1 Ethical Dilemmas

According to Moon and Woolliams (2000, p. 111) the future of business ethics should be to explore the relationship between norms and values and their different meaning to existing players. Common accepted practices are referred to as norms, while values constitute of the individual preferences for what is being right and wrong. When norms and values converge, an ethical dilemma can be avoided, but when they differ, an issue arises and the dilemma occurs of how to handle the situation. (Moon & Woolliams 2000, p. 111) A common mistake is to ignore these differences and maintain own standards when approaching other cultures and societies. Another mistake can be summarized by the quote "when in Rome, do as Romans do", which means to completely adapt to the norms and values of the host country. The attempt to fit in often makes the person trying to adapt to the new norms a bit tense and will give rise to suspicion from the adversary, and thus, a disharmony occurs. There has been an attempt to develop universal principles of how to deal with such dilemmas without success. However, it has been shown that cultural-training can contribute to a better adaption of the new culture and an improved relation with the host nationals. Therefore, such training is necessary for cultural understanding and sensitivity. (Moon & Woolliams 2000, p. 112)

3.5.2.2 The Integrative Social Contracts Theory

The Integrative Social Contract Theory is an approach about how to possibly deal with cross-cultural national differences. The model, representing the theory, consists of concentric circles, each representing different ethical standards held by corporations, industries or economic cultures. Innermost of the circles are the hyper norms, which represent the most common fundamental human rights permeating most countries and cultures. Beyond these, one discovers the consistent norms, which are consistent with the hyper norms except the fact that they are of a more specific character depending on the culture. Furthermore, the next circle is the moral free space, where the standards can be compared to certain other standards in other economic cultures. Thus, these are more influenced by the cultural beliefs of each country. These country-specific beliefs include, for example, religious influences forming the standards of different cultures such as working conditions. Finally, the last circle is the illegitimate norms, which are incompatible with the hyper norms. To conclude, the Integrative Social Contracts Theory is mainly used to be able to respond to global and international differences in norms and values. Thus, one must pay attention to the various trans-cultural value applications of their actions. For this reason the concept of the moral free space is an attempt to try to understand the local host country culture. (Carroll 2004, p. 115)

3.6 The Authors' Discussion about the Theories

Since we have presented a relatively broad framework it is of great importance that we select the theories which are of most relevance to our purpose and our research questions, this in order to be able to analyze our empirical basis later in the study. When we selected these most significant theories for our continuous work, we had our purpose, research questions and the general question in mind, which remain as follows:

The purpose with our study is:

"to investigate and obtain a deeper understanding of Swedish travel companies' attitudes towards and reasons for working with social responsibility, focusing on monitoring and control, and cross-cultural ethics and morals."

Question 1: *Does the travel companies' attitude to social responsibility in the Asian market influence into what extent a company works with monitoring and control?*

Question 2: *Ethics and moral differ between cultures. Does this factor contribute to the extent the Swedish travel companies take or shirk from their social responsibility?*

General question: *Why do companies work with, or do not work with, CSR?*

3.6.1 The Friedman Doctrine

We have chosen to continue to use the Friedman Doctrine since its effect on profitability and social responsibility is a qualitative basis for further analysis of our general question. This could be the basis for further discussion of what is of most importance for Swedish travel companies, to create as much profit as possible or if this actually can be combined with a social responsibility. Moreover, the Doctrine contributes with a theoretical base, relevant for analyzing the attitude within Swedish travel companies and what the companies' focus should be, solely profit maximization, or a profit combined with a greater social responsibility.

3.6.2 Lawrence Kohlberg's Theory

Kohlberg's theory stresses a discussion concerning moral development, where the theory constitutes the fact that development of ethical behavior occurs through six stages of evolution. We have chosen to use this theory since it can provide a general basis for the analysis of a company's ethical position and development. For this reason, our intention is to analyze the ethical development of Swedish travel companies and to furthermore investigate if this can be related to why companies work, or do not work, actively with their social responsibility.

3.6.3 Motives and Categories concerning Social Responsibility

With regards to the motives and categories relating to social responsibility, we will not make further use of the motives based on improvement of brand image and goodwill. Therefore, we will not make use of the motives presented by Grafström. When examining why companies take their social responsibilities and the attitude they possess towards social responsibility, we will instead focus on the mentioned categories concerning the matters of how prominent the companies' work with social responsibility is.

3.6.4 Ethics and Moral Discussion

Concerning our ethical and moral discussion, which we have allowed to be characterized by different scientific approaches, it is important to conclude which of these perspectives are relevant for further analysis. To further investigate our research question regarding the differences in cross-cultural ethics and moral, and the affect on social responsibility, we have chosen to deepen the discussion of how to relate CSR to home country norms and values or the norms and values of the host country. This fact often gives rise to an ethical dilemma. The choice is made due to the fact that our intention is to continue to explore if this gives rise to a difficulty, which can contribute to a company shirking its responsibility. We have also the intention to reinforce this argument by continuing to study the cultural differences in ethics and morals based on what the Integrative Social Contract Theory approaches. Thus, we opt out of the theory of the three types of morality managers when such reasoning will end up outside our frame of research.

3.7 Summary

In this chapter we have presented the relevant theories for the study, and thus built up our theoretical framework. We began the chapter by presenting the theories we felt were important to consider for further investigation of our problem. The theories in question were; the Friedman Doctrine, Kohlberg's theory, motives and categories for acting in a social responsible way, and moreover, an ethical and moral discussion influenced by several scientific articles was conducted. Following this presentation, we continued with a discussion where we selected the theories, which we considered to be of greater relevance to our continuous study. The theories chosen were the Friedman Doctrine, Kohlberg's theory and the categories for social responsibility. The arising ethical and moral analysis will take of in Moon and Woolliams discussion about ethical dilemmas in cross-cultural nations and the Integrative Social Contracts Theory, which concerns how to possibly deal with these cross-cultural nation differences. The chapter hereby concludes with this summary.

Chapter 4 Method

This chapter defines the design and the implementation of the study. We elucidate a scientific approach and which method of data collection we apply. Furthermore, the quality of the empirical data is discussed and how this affects the reliability and validity of our analysis.

4.1 Descriptive Approach

Before our examination commenced we needed to clarify which approach to use for managing our problem. When proceeding with this kind of scientific study, one can adopt three different approaches:

1. Explorative approach
2. Causal approach
3. Descriptive approach

Firstly, according to Patel and Davidson (1994) an exploratory investigation's main focus is gathering of information and expertise on a specific problem, this in order to study the problem area from different angels. Therefore, one usually exploits a number of different approaches to create such a wide information base as possible. Moreover, according to Eriksson and Wiedersheim-Paul (1991) an exploratory approach is suitable when the area of concern is of a diffuse character and when an appropriate model is difficult to define.

Secondly, the causal approach is more about a problem area which has become so extensive that theories have evolved and therefore one can perform hypothesis-confirming studies, this in order to examine whether there is a relationship in the form of verifying such hypotheses. (Patel & Davidson 1994, p. 11)

Thirdly, a descriptive study is appropriate when there exists a problem area where knowledge is already developed to some extent and sometimes has taken the form of sufficient models. (Patel & Davidson 1994, p. 11) This is why such a descriptive approach is appropriate for our specific study, and we will, in line with the characters of description, only examine limited parts of the problem area, but this more thoroughly.

4.2 Qualitative Study

In the process of collecting and collating the material for our study we can use one of two different methodologies:

1. Quantitative methodology
2. Qualitative methodology

A quantitative method is often more of a statistical nature and often provides a more widespread knowledge within a field of study. (Patel & Davidson 1994, p. 90) Instead, we have chosen to perform a qualitative study since our intention is to deepen our knowledge

within the subject. (Patel & Davidson 1994, p. 99) A reason why we decided ourselves to work with a qualitative study is that we dealt with a large-scale material of text as a result of a number of interviews. (Patel & Davidson 1994, p. 100) Finally, another argument for our choice to work with a qualitative study is the fact that this paper mainly is done in a comprehending view. For this reason, we achieved a profound understanding of our problem area by collecting and analysing information. To bear in mind is that our sources of information can be influenced of the method being used. (Holme & Solvang 1991, p. 14)

4.3 Sample and Respondents

4.3.1 Sample

We decided to interview three different Swedish travel companies, as well as two different Swedish organizations, actively working to increase the social responsibility within the travel industry. This was in order to provide such as broad a picture as possible. Taking into account different perspectives of the problem in this manner will hopefully give the paper a critical approach to the problem. Our sample will be given a deeper presentation and reflection below.

4.3.2 Presentation of Respondents within the Travel Companies

When we selected our respondents for the interviews we first made a deliberate choice to interview the following travel companies:

1. Fritidsresor
2. Travel Beyond
3. TravelPartner

We chose Fritidsresor for the reason that the company is a recognized leader within the industry, and can also be regarded as a leader within the industry working with CSR issues, related both to environmental as well as social impacts. Another reason in choosing to only interview one of the largest travel companies in Sweden, represented by Fritidsresor, Ving and Apollo, was that they expressively work similarly with their policies regarding social responsibility. Instead we chose to turn to Travel Beyond, a smaller travel company, which works with more niche trips, in order to also be able to acquire their perspective on the matter. Additionally, we also made the choice to interview the online travel agency TravelPartner, which possess a bit more distinguished work with social responsibility than Travel Beyond. For this reason we were given both larger and smaller companies' corporate image of how to work with social responsibility, monitoring and control, and ethical and moral differences affecting their work.

4.3.3 Presentation of Respondents within the Organizations

We also wanted to gain another, more critical perspective of how travel companies work with social responsibility and to gain a deeper understanding of their work with monitoring and control. We therefore chose to turn to two different organizations:

1. SwedWatch
2. ECPAT

These organizations work, to some extent, parallel with Swedish travel companies in order to achieve a greater social responsibility within the industry. We selected ECPAT since they frequently work against child abuse, trafficking and sex tourism, and this in particular with the Thai market. In order to obtain knowledge of how the travel industry is working with monitoring and control, we contacted SwedWatch, an organization, which in many cases has remained highly critical of Swedish travel companies' work with such matters.

4.4 Method of Data Collection

According to Eriksson and Wiedersheim-Paul (1991, p. 51) it is essential to determine the area to be explored and moreover to establish how the investigation of the problem area should be conducted. In our paper we have utilized three different types of data collection. First and foremost, we have provided in-depth personal interviews, which have formed the basis of our empirical information. Where personal in depth interviews were not possible, we instead collected information to our empirics by implementing phone interviews. These interviews will be further discussed below. Furthermore, we had to proceed with a documentary study to identify how the travel companies deal with social responsibility, monitoring and control, ethics and morals. Finally, a literature review was conducted to examine the essential theories and models in order to be able to compare them with our empirical information.

4.4.1 Primary Data

Firsthand knowledge is considered to be primary sources and consequently additional research is referred to be secondary sources. Primary data is directly related to our thesis and to substantiate our theoretical framework, we made use of primary data in the form of different types of interviews. (Patel & Davidson 1994) To bear in mind is that we must remain critical to the primary data we have collected. Personal interviews are favorable since they are performed under a controlled basis and, moreover, are possible to follow up with further questions. Another advantage during such in depth interviews is the fact that one is able to take the respondents body language in consideration. However, we need to take into account that the end of the interview in part, may have been marked of the fact that we one week before the interviews were conducted, sent out a basis for the interview. For that reason, the respondents knew what was to come and were therefore able to prepare their responses in favor for the company's expressed work. Furthermore, it is often easy to promote the own

company's work much without seeing the errors and shortcomings, which also exist. In addition to this difficulty, it is often problematic to ask about sensitive issues in such personal interviews. Consequently, we chose to keep the interview guide tight in order to create an open and free conversation rather than a fully controlled interview. (Eriksson & Wiedersheim-Paul 1991, p. 85, 86) In order to gain another angle of the problem and a more critical approach to the travel companies' expressed work, we also chose to interview the mentioned organizations ECPAT and SwedWatch. Since the interviews ultimately had to be conducted by phone, one needs to remain critical to the fact that this type of interview is not suitable for sensitive questions. However, this method was preferable since we could discuss the subject in an open manner and had the possibility to follow up answers, which were of a diverse nature. (Eriksson & Wiedersheim-Paul 1991, p. 86)

4.4.2 The Interview Guide

Agreeable with Trost (1997, p. 47) we designed the interview guide in the form of a questionnaire with a list of question areas. Such a list should be concise but also, as in our case, affect a broader perspective of the area to create the opportunity for the respondents to some extent control the discussion. (Trost 1997, p. 47) Instead of only having a presented range of questions, we chose a few questions more related to certain problem areas. This since we wanted to create more of a transparent and open dialog. In order not to loose our track we included, under each area some main points to encourage further discussion. On top of the guide we also attached our purpose and research questions. For a more detailed presentation of the interview guide, see Appendix 2-6.

4.4.3 Secondary Data

To broaden our knowledge base, we also had a demand for secondary data in the form of previously written material of the subject such as articles, texts, written literature and previous studies. According to Patel and Davidson (1994, p.54) information consisting of written text can be named as documents. Depending on the problem to be investigated, we had to turn to different types of documents to receive such a complete picture as possible. Of importance is that we remain critical to the information acquired from the documents. The information on the companies' websites are rarely of an objective view and for this reason we have chosen to only use this information in the presentation of the respondents, in order to increase the reliability of our paper. With regard to the collection of secondary data in the form of previous written scientific articles, previous essays written in the context of social responsibility, we have used the database of the Economic Library, GUNDA, through which we also were channeled to other more specific databases. Questions to bear in mind when studying these documents and moreover the written literature, are when, where and why the documents where created. (Patel & Davidson 1994, p.55) Moreover we had in mind the fact that it is also essential not only to use information which supports our thesis since this will give us an unfair picture of the problem. (Patel & Davidson 1994, p.56) This fact required us to also search for additional information, which could provide the study with a complete image.

4.5 Realizing the Interviews

In order to gain an understanding of how we preceded considering the contact and implementation of our interviews a description hereby will follow.

4.5.1 Jim Hofverberg Responsible for CSR at Fritidsresor

To perform the interview with Fritidsresor, we started out by contacting Anna Berndt, marketing manager at Fritidsresor. The initial contact with Anna was done relatively early in the process of this study and made through a phone call. We were told that an interview would be feasible and were directed to Jim Hofverberg, positioned as CSR manager at Fritidsresor, since he more likely would be able to answer our questions. Jim agreed to fulfil an interview with us, consequently a date and time for the interview was set.

In order to provide Jim Hofverberg with an understanding of the main reason of the interview and to give him the opportunity to prepare himself, we directed an email containing a description, the purpose and the two main areas of the study a couple of days before the interview. The interview took place at the Headquarter of Fritidsresor in Stockholm and lasted for one hour and fifteen minutes. We opened the interview by asking Jim if we could publish his and the company's name or if the company preferred to maintain anonymous. Jim gave us his approval and he furthermore approved upon recording the interview (Patel & Davidson 1994, p. 69). To make sure that we would document the entire interview and to assure ourselves from technical problems, we chose to take notes throughout the interview. (Trost 1997, p. 20) We desired the interview to be flexible and to give us a chance to directly clarify the answers and deepen the means with supplementary questions. Therefore the character of the interview also gave the respondent the possibility to influence the evolution of the discussion. (Holme & Solvang, 1991 p. 99) Throughout the interview Jim was collaborative and interested in our study. The interview evolved as a discussion and when the answers were vague we were given examples in order to enhance the clarity of the information. In that manner Jim contributed with high-quality answers useful for us when creating the basis for our empirics.

4.5.2 Helena Andrén CEO at Travel Beyond

Our first contact with Travel Beyond was made through a phone call to Helena Andrén, CEO of the company, relatively early in the process of the study. At once Helena promised us to fulfill an interview and a date and time for the interview was set.

A couple of days before the interview we directed Helena an email containing the purpose of our study, the main areas that our interview would touch upon and some examples of the questions that possibly could occur during the interview. The interview with Helena Andrén took place at Travel Beyond's Headquarter in Stockholm and lasted for forty minutes. We started the interview by asking Helena if she accepted a recording of the interview. She gave us her approval and moreover approved upon publishing her and the company's name throughout our study. (Patel & Davidson 1994, p. 69) To make sure of thoroughly

documenting the whole interview and to assure ourselves from technical problems we also decided to take notes throughout the interview. Furthermore, we explained the intention with our interview and that we sought it to take the form of a discussion rather than a formal and controlled interview. Thereby Helena got the opportunity to influence the evolution of the discussion. (Trost 1997, p. 20) We desired the ability to directly clarify the answers if necessary and to give the means a deep with supplementary questions. (Holme & Solvang, 1991 p. 99) Our intention with the interview was fulfilled and we managed to evolve a discussion with Helena Andrén and to acquire a qualitative basis for our empirics.

4.5.3 Lotta Svennbeck, Representative TravelPartner

To get in contact with TravelPartner and to be able to fulfill an interview with the company we firstly called the company. Since TravelPartner is part of the corporate group European Travel Interactive AB (eTRAVELi) we instead were referred to Lotta Svennbeck, Director of Operations at eTRAVELi. Lotta Svennbeck was not able to fulfill a personal interview but agreed upon a phone interview instead.

The phone interview with Lotta Svennbeck lasted for ten minutes and was conducted in the way we had agreed upon. To make sure of thoroughly documenting the entire interview we decided both to record it as well as to take notes, which assured us from technical problems. Important to bear in mind is the fact that we were neither able to observe Lotta's body language nor the respondent's behavioral patterns. In addition though, the structure of the interview gave us the opportunity to clarify and deepen the answers given with supplementary questions. (Holme & Solvang, 1991 p. 99) Lotta gave us her approval of using both her and the company's name throughout the study. (Patel & Davidson 1994, p. 69)

4.5.4 Johanna Wester Representative ECPAT

Since we got the advice from Schyst Resande to contact ECPAT we started of by directing the organization an email, where we requested if a personal interview would be feasible to fulfil. The response from the organization was positive, agreeing upon a personal interview. When we started to feel ready for the interview with ECPAT we contacted the organization again. This time we received the response signifying that a massive workload would prevent them from implementing with a personal interview. Instead we agreed upon conducting with an interview by phone, which was implemented with Johanna Westin representing ECPAT.

The interview with Johanna Wester lasted for fifteen minutes. Since the interview were made by phone we were unfortunately not able to observe the respondent's important body language, but advantageous was that we were able to direct supplementary questions and to clarify the information with examples to enhance the understanding. (Trost 1997, p.72) In the final stage of the interview ECPAT referred us to the literature *Vårt gemensamma ansvar,* where ECPAT:s lawyer Sandra Atler has written a certain chapter. In order to specify and develop the answers given by Johanna Wester she stressed the importance of completing her answers with the information provided in the specific chapter. For this reason, we have in our

empirics made the deliberate choice to add the information and opinions from the literature in order to create a nuanced picture of ECPAT:s discussion considering social responsibility.

4.5.5 Maria Engvall Representative SwedWatch

When it comes to the contact with SwedWatch it was firstly conducted by phone. We were referred to one of the researchers within the organization, Maria Engvall, with whom we then fulfilled our phone interview. The interview with Maria Engvall was conducted by phone and lasted for twenty minutes. According to Trost exemplifying improves the understanding of the information provided during the interview. (Trost 1997, p.72) For this reason Maria was requested to clarify her answers by colourful examples in order to enrich our knowledge about SwedWatch's opinions about the Swedish travel companies' work with and attitude towards social responsibility.

4.6 Processing of the Interviews

The processing of the interviews has all more or less followed the same pattern. The personal interviews conducted with Jim Hofverberg and Helena Andrén, were processed the same afternoon the day the interviews were completed. We wanted to construct the procedure of the interview when our impressions were as memorable as possible. It is also of importance to remember and to document all the information considered "not to be stated", such as body language and behavioral patterns of the respondent. (Trost 1997, p. 72) Moreover, when processing with the interviews, we listened to the recordings and filled in our notes where there were blanks. When processing with the phone interviews with Johanna Wester, Lotta Svennbeck and Maria Engvall we performed them in the same manner as the personal in-depth interviews. In conclusion, we transcribed the information in separate documents, which we further on used when constructing our empirical basis. We made sure only to include the information we found relevant for our further analysis and conclusion.

4.7 Realizing the Document Studies

In order to gain an understanding of how we preceded considering the implementation and processing of our document studies a description hereby will follow.

4.7.1 Websites & Catalogues

When our study took its start we immediately originated our document studies, required in order to broaden our knowledge basis and create a deeper understanding of both CSR as a concept and the way the Swedish travel companies implement their work with it. We primarily collected information from the travel companies' websites to form a picture of their existing or non-existing CSR strategies. Furthermore, we studied the travel companies' catalogues since we wanted to achieve a sense of the information concerning social responsibility transmitted by the companies to their customers. Since the information found

on the websites and in the catalogues rarely are objective we kept in mind to remain critical to the acquired information. (Patel & Davidson 1994, p. 55) The information discovered in these documents is primarily aimed for the travel companies' customers and to increase their demand for journeys, which reflects the type of information the travel companies choose to publish in these documents. Yet, this gave us a more complete picture of the travel companies and their standpoint considering social responsibility. Of importance to gain a complete picture and to highlight the issues from different angles, we desired to study their perspectives of social responsibility from a different view, the way the travel companies want to pose themselves to their customers and their environment. (Patel & Davidson 1994, p. 55) The different document studies contributed with great knowledge and information to our continued work. The information collected from the travel companies' websites and catalogues were used to present our respondents in the appendix and it furthermore gave us a prominent knowledge basis to formulate our interview questions.

4.7.2 Scientific Articles
Furthermore, we made use of different databases to create a various collection of scientific articles, primarily to facilitate a deeper understanding of the concept of CSR. These databases were found using the Economic Library's website. We tried to find scientific articles, which not only did support our thesis of the problem but also articles which came up with another view to the problem. Our intention was to create such a fair picture as possible and to avoid misunderstandings and obliquities. This is a dilemma, which often occurs when managing new information. (Patel & Davidson 1994, p. 56) The knowledge given through the studies of the scientific articles were primarily used in our theoretical framework within the ethics and moral discussion, but it also forms the basis of our matrix concerning previous research. Information from the scientific articles is moreover used in our introduction and problematization in order to provide the reader with a better understanding of the concept of CSR and the problem, which occurs with it.

4.7.3 Reports and Written Essays
To further broaden our understanding of the concept of CSR and to acquire a comprehension of the research, which already has been accomplished, we chose to study a collection of reports and previous written essays, all on different postgraduate levels. When reading previous reports and essays it is important to remain critical concerning the purposes of the studies, for what reason they were written and if the author possessed a great knowledge of the subject that the document touches upon. (Patel & Davidson 1994, p. 55) The previous written essays contributed with information and knowledge compiled in our matrix of previous studies while the reports contributed with information useful for our introduction to the problem.

4.7.4 Literature

Additionally, we also chose to study different types of literature since we found it relevant to acquire a superior understanding of the predominating theories of CSR as a concept. It was in our interest to discover theories which could contribute to different views of the problem and which altogether could provide us with such a comprehensive picture as possible. The literature study was also necessary to create an image of ECPAT:s standpoints considering the Swedish travel companies work with and attitude towards social responsibility. At last, literature studies were crucial to contribute with knowledge in how to construct this method chapter. To create our theoretical framework we used the information and knowledge about different theories, which we achieved through our literature studies. Furthermore, this information was also useful in the creation of our introduction to the problem along with the problematization. Finally, the literature studies gave us information in order to be able to compose this method chapter.

4.8 Loss of Respondents

To get in contact with the travel company Resia and to fulfill an interview with them, we firstly received the phone number to the person responsible for the company's work with CSR through a contact. We carried through with several attempts to get in contact with the responsible person by phone, but without success. For this reason, we unfortunately had to exclude Resia from our study and instead contact another travel company of a similar character.

Our first contact with the network Schyst Resande was made via email relatively early in the process of our study, where we requested if a personal interview would be able to fulfil. Schyst Resande responded that a personal interview would not be able to fulfil since they lacked the work force and time. Instead they referred us to contact ECPAT Sweden since they would be more likely to answer our questions. We responded Schyst Resande by questioning if they thought that an interview by phone or by email would be possible anyhow, since it highly was in out interest to achieve Schyst Resande's view of the travel companies' work with social responsibility. Schyst Resande agreed upon an interview by email but unfortunately the answers were too incomplete to be able to use in our study.

Throughout this study we have also been in contact with companies such as Solresor, Lotus Travel and Resfeber along with organizations such as Fair Trade Center, Unionen and Travelife. This since the intention with our study was to fulfil three interviews with different travel companies and two interviews with different organizations, which could contribute with a more critical approach to the travel companies' work with CSR. Since none of these companies or organizations was able to accomplish an interview with us we had to exclude them from our study.

Since one of our research questions concerns the travel companies' work with monitoring and control of their social responsibility, our intention was to get in contact with Malin Ripa, Responsible for CSR at Volvo. This since Volvo is known for their impressive work with monitoring and control of their CSR strategies. Our desire was to fulfil with an interview with the company in order to acquire a greater understanding of how to work with monitoring and control of social responsibility. Our intention was to investigate if it is possible to transfer their work with monitoring and control to the travel companies. With this in mind, we directed an email to Malin Ripa, who unfortunately did not respond. One week later we decided to call her since we wanted to make sure if an interview with her would be feasible or not. Unfortunately, Malin had decided not to fulfil any interviews with students at all.

4.9 Validity and Reliability Analysis

Pursuant to Patel and Davidson (1994, p. 56) it is in order to create a high- quality reliability of the paper, essential that we when preceded with our data collection not only acquired material that underpinned our expected results. Consequently, to increase the reliability of our study we have chosen to appeal to as many different sources as possible and thus we gained the picture of the travel companies and the organizations more critical picture of the subject. We consider the validity of this study to be of a good quality, since we have designed our interview guide based on our theoretical framework and the problem areas, this with the intention of studying what we intended to investigate. (Patel& Davidson 2003, p. 86) The interviews were recorded so that we were able to review them in order not to lose information and perceive the answers incorrectly. We also reproduced these interviews right after the meeting in written form to be able to later turn to them if something was unclear. Worth of noticing is the fact that the interviewed travel companies probably wanted to give the most positive image of themselves just as the organizations. Moreover, to bear in mind is the fact that all the experience and pre-understanding we carried with us in some extent could have engrained our study.

Consequently we are aware that the interpretation of our primary data will reflect both the identified respondents and us as authors. Furthermore, we are aware of the fact that both the number of interviews as well as more interviews of a personal, in-depth character had increased the reliability of our analysis and result. However, the loss of respondents, which is presented later on in this chapter, prevented our intention. Nevertheless, the conscious choice to study three different types of travel companies, each with different backgrounds and different preeminent work with social responsibility, contributes to the fact that the reliability of the analysis still is of a qualitative character. In the case of the secondary data, we have decided that although it might be subjective, yet, it is reliable and relevant for our study. We wish to highlight that we have taken into account the fact that the report on the Burmese situation completed by SwedWatch can be regarded as angled, why we have chosen only to use it narrowly as an information base in the background chapter.

4.10 Summary

We have chosen to conduct interviews in the form of open dialogues about our problem areas. We have used a qualitative approach in order to collect and interpret the empirical material. Furthermore, this information gathered is also supplemented in the form of document studies, which has formed the basis for the detailed presentation of our respondents. The study is based on a deliberate selection of respondents from the travel industry as well as from active organizations. The choices made within the method chapter will lead to an improved picture and understanding of how and why the Swedish travel companies work with and relate to social responsibility, which is also supplemented with the more critical perspectives embodied by the organizations. This picture will moreover be linked to our theoretical framework. The chapter hereby concludes with this summary.

Chapter 5 Empirics

In this chapter, we present two summaries of the interviews conducted. The presented information consists of the relevant statements for our thesis and further analysis. A detailed presentation of the respondents can be found in Appendix 1. The chapter concludes with a summary.

5.1 Introduction to the Empirics

We will hereby present the statements of the three different Swedish travel companies, all with different backgrounds, target groups and visions considering social responsibility. Parts from the interviews will be rendered, which we believe are most relevant and related to our study. In addition to this, we will also present the statements of the two different organizations and summarize the most appropriate information emerging from these interviews conducted.

5.2 Summarizing the Interviews with the Travel Companies

Below we will in each query field summarize the responses and thoughts we were able to access during our interviews with the travel companies. The respective interviews gave varying answers and output of different significance for our study, why we under each question area, only have chosen to include the statements relevant to our specific study. For this reason there are not consistently responses from all three companies within each question area. For a more detailed study of the questionnaires, which were affected during the interviews see Appendix 2-4.

5.2.1 The Company's Attitude towards Social Responsibility

The attitude towards social responsibility within Fritidsresor is principally characterized by the mind-sets:

"We will do the right thing so that others can do the right thing as well" and

"We will do the best we can".

Fritidsresor's attitude is signified by Nordic values, which for the company signifies the fact that when they are operating in different countries they should not strike the position as colonists. For this reason, the company is keen on not to precede or bypass the local authorities. Although, the company has specific opinions about what is unacceptable, Fritidsresor is not always able to step in and demand the police and the authorities how to act upon these certain issues. Fritidsresor claims that the Nordic countries have moved the concept of CSR from solely applying to child sex tourism to also include issues such as the working conditions for the Burmese people. This shift has resulted in a more proactive attitude within Fritidsresor with the intention that something must be done. The difficulty,

however, lies in the execution of Fritidsresor not owning any hotels in Thailand. Therefore the company is not able to specifically point out to their subcontractors how to act in the best way. In addition, a complexity within Thailand signifies how to act according to business ethics. This, since it is considered as incorrect to be straightforward and to officially discuss offensive issues such as the Burmese situation. Although, Fritidsresor constantly expresses their viewpoint, local authorities rarely proceed with the company's suggested actions of improvements.

Travel Beyond, on the other hand, claims the attitude towards social responsibility to be a trivial matter but also confesses that the company has not made a huge effort within the field. The company has not explored all of its suppliers in order to conclude their present work with social responsibility. This responsibility is instead considered to ultimately be the responsibility of the subcontractors. Even though this attitude might perceive as unserious it is not the intention of the company. Travel Beyond has simply made the deliberate choice not to let CSR capture such a great focus within the business. The company feels safe considering themselves working within the limits of what is acceptable. Asking what would be required for Travel Beyond developing a specific CSR strategy, the company concludes it to be public opinion demands. Thus, it would be a requirement for acceptance for the image of being a serious company. Another reason would be if Unlimited Travel Group, comprising ten companies, where Travel Beyond is one of them, made an aware choice to jointly invest and implement a CSR strategy. It has occurred that the other companies within the group have received inquiries regarding their social work but Travel Beyond has expressively not. Furthermore, the company adds the aspect of avoiding a moralization of their customers since if they want to take a responsibility the customers will solve it themselves.

Additionally, the company TravelPartner highlights the company's attitude towards social responsibility as highly positive and the company tries in the highest extent possible to spend time and money in order to increase its responsibility taking. Of importance is the collaboration with ECPAT and the social projects for SOS Children's Villages, which the company deals with. When we requested the company to specify its attitude towards Corporate Social Responsibility within the markets where it operates, we received the answer of TravelPartner not being able to obtain a social responsibility for hotels and labour, since the company simply is an intermediary of travels. The company is not able to work with social responsibility in the same extent as Fritidsresor and Apollo, who put together their own packages. TravelPartner emphasizes instead the importance of the individual responsibility. Nevertheless, the reason for the company paying more attention to social responsibility in recent years is since the company has experienced a high pressure from their employees. It is expected from the employees that the company should take a social responsibility and for this reason the company is working actively to allow the responsibility to in a greater extent influence the corporate culture. Lotta Svennbeck, representative for TravelPartner, quotes:

" When the company feels good we also want to help others to feel good"

5.2.2 Reasons to Act Socially Responsible

Fritidsresor states that the reason for the company to begin working with CSR was in line with the owner of the group's statement:

"Being the most climate friendly tour operator is key to our future success"

Christian Clemens – owner of the TUI Travel Plc

Important to note is that being environmental and climate friendly do not only include environmental aspects but also the social aspects. The company's standpoint is that social issues often are difficult and deterrent, why they make a deliberate choice to first secure the organization within the concept of environment and thereafter add the social perspective. The company also provides its staff with a "sustainability bag", which is the basis of the training throughout the organization of two thousands people completed. This training is due to the fact that Fritidsresor's product consists of experiences in other countries and cultures and in order to sustain this product in a long term they need to act proactively.

5.2.3 Social Responsibility versus Profitability

Fritidsresor declares that the profitability and the environment has a relatively simple link, where it is more about resource management, which more easily can be measured in financial terms. Profitability and social responsibility, however, is more about long-term risk minimization, which is more difficult to measure in financial terms. The company has to create such a low risk as possible in order to maintain people to think of Fritidsresor as a reliable travel company. Consequently, more people will choose to travel with them, thereby increasing profitability and branding. Fritidsresor enunciates that working with social responsibility entails two different approaches. One approach is to work sustainable for the fear of loosing revenue in the future and for this reason one of the company's three main goals is to be environmental leaders. The other approach consists of the difficulty in measuring and setting financial measure of soft values such as social responsibility. Thus, the company is working actively to resolve this issue and since the start of the training in the year of 2009 the finance department of Fritidsresor, however, have started take on the importance of working with social responsibility.

When asking Travel Beyond about the company's opinion about the relationship between social responsibility and profitability, we are met by incomprehension. After clarification, Travel Beyond states that there exist two types of reasoning. Firstly, there are the companies, which are acting responsible since they are afraid of falling into disrepute, mainly those actors that are large enough to be audited and for this reason acting in pure horror. Secondly, it is the company working responsible purely for marketing purpose in order to attract customers as well as labor. It is also stated that the amount of capital invested in social responsibility is based on how much it is forced to.

5.2.4 Problems Working with Social Responsibility

Regarding the difficulties working with social responsibility Fritidsresor once again highlights the financial difficulty of monitoring and measuring what the work entails. The problem with monitoring also entails the work at the hotels. Issues such as management of hotels, poor wages and working conditions are complex to control but is required in order for the company to justify their work. Furthermore, a frustration expressed by the company is the fact that several public records are published including criticism, without Fritidsresor having the chance to respond. The tourist industry itself is often hardly criticized but never receives any suggestions for improvement. Thus, an organization where cooperation for improvement has worked well is with ECPAT. The company has together with the organization in the years of 1997-98 created Fritidsresor's Code of Conduct.

The problems, which Travel Beyond mainly sees working with social responsibility are mostly due to the fact that the concept is of such an extensive character, which makes it difficult to grasp. Furthermore, consistent mercy of second hand information makes it a complex issue. The travel company is also of the opinion that the society is only in the beginning of the development and that the general public lack the skills necessary in order to be able work actively within the issues of matter.

5.2.5 Monitoring and Control

Fritidsresor has long been looking for an external monitoring system and discovered Travelife, a system that only has existed in Europe for a few years. The reason for choosing this system was due to the fact that the ownership group did so. The idea of the system includes an external party controlling the hotels, unfortunately this third party conditions does not so far exist due to the lack of resources. Fritidsresor compares the matter by exemplifying with the clothes chain H&M, which has 1200 factories to monitor and control while TUI Travel Plc has 39 000 hotels to control. Currently, travel companies within the system, instead allow competitors to follow up on each other. Obviously, this is not a pleasant situation of the hotel industry monitoring itself, but today it seems to be the best solution while working actively to reach entirely external third party verification.

Since we already knew that Travel Beyond is not connected to Travelife, we instead chose to ask if the company was aware of the existence of the control system. The company was not familiar with the system why we briefly explained. After this explanation Travel Beyond expressed a positive attitude and furthermore claimed that these types of systems probably will be more frequently used when higher pressure on the travel industry occurs. When asking about how Travel Beyond's own hotel contracts are designed we received the information of them being standardized contracts, with no provisions for how to act socially responsible and ethically and morally correct included. Finally, the company is of the opinion that the future companies have an enhanced chance to build up a respectable policy and strategy considering social responsibility than those companies more established within the industry.

Since TravelPartner is an intermediary of travels, the company firstly highlights that it is not, in proportion to the major players, able to monitor and control their work at the different destinations and provides Fritidsresor as a perfect example. However, the company does collaborate with a third party related to the issues of control, but unfortunately requires keeping this actor confidential. Thus, the company reveals the fact that the idea of this third party is to increase the awareness of trafficking and other inconveniences in order to be able to cancel trips to these destinations.

5.2.6 Ethics and Moral within the Travel Industry

Fritidsresor claims that within the current ethical and moral discussion, there are as many opinions as there are people. Therefore, Fritidsresor has chosen to build upon what governments and authorities recommend in the form of sanctions and boycotts against countries. Regarding the social aspect, the company follows international laws as for example the Child Convention, CRC, since all countries have their own national laws. Opposition occurs after all within the conventions since as for example the United Nations consider it to be tolerable for children within the tourism industry to work from the age of 14 as long as their rights are fulfilled. In order to still not be exposed to pressure regarding child labor Fritidsresor has nevertheless chosen to patch up the difference by constituting the age limit of working to be 18 years old. Concerning prostitution, the company complies with national laws and rules. This gives rise to a complexity since the Thai norms, in principle, allows prostitution even if law prohibits it. The issue, though, involves an individual assessment by the staff at the hotel, but bribes are common. Even though Fritidsresor considers such situations as offensive the company must allow the authorities to work independently on site. When it comes to the process of monitoring those who do not follow the standards, Travelife becomes the frequent method of control. The vision of Fritidsresor is that all hotels should enter the control system Travelife, which is also expressed in the clauses of the hotel contracts.

On the other hand, Travel Beyond is of the opinion that wherever you travel, you meet a certain kind of double morality. The company is often forced to counter people considering it wrong with offering trips for "rich" people. The company contradicts this kind of response by highlighting the aspects of tourism contributing to the hotels, which in turn can make use of better resources and allow them to invest in acting responsible. These hotels are able to use better preparations, washing options and will simply become more socially aware. Moreover, Travel Beyond expresses the fact of them feeling completely safe in the company's subcontractors possessing an awareness of social responsibility and child prostitution, supporting their employees without abusing Travel Beyond's confidence.

5.3 Summarizing the Interviews with the Organizations

Below we will in each query field summarize the responses and thoughts we were able to access during our interviews with the organizations. The respective interviews gave varying answers and output of different importance for our study, why we under each question area, only have chosen to include the statements relevant to our specific study. For this reason there are not consistently responses from the two different organizations within each question area. For a more detailed study of the questionnaires, which were affected during the interviews see Appendix 5-6.

5.3.1 The Attitude towards Social Responsibility

When it comes to the attitude of the travel industry towards social responsibility, the organization ECPAT has observed a transformation and states that the organization is positive considering the travel companies' effort to curb child sex tourism. This is the part of the social responsibility, which the organization works with. There is still much work to be done but the fact that the largest travel companies, among others Fritidsresor, have adopted the Code of Conduct is a sign of enhancement. The positive attitude is moreover strengthened by Sandra Atler, lawyer at ECPAT, within the book *Vårt gemensamma ansvar* (2009). ECPAT states that the attitude also can be clarified through the fact that it is not longer simply governments who take responsibility for changing living conditions in the world but also the travel companies themselves. A greater awareness has occurred and the general opinion is that companies need to take responsibility for the social and environmental aspects from an ethical perspective. Even more responsibility for human rights has increased as a consequence of the dissemination of information and communication. (Atler 2009, p. 91)

When asking SwedWatch about the attitude towards social responsibility the organization started of by referring to the report made by SwedWatch in the year of 2008. The organization generally perceived that the travel industry in the year of 2009 was actively working on certain areas of CSR such as child sex tourism. Although, their work with social responsibility considering responsibility for the local people and their potential for revenues was not taken in such a great consideration. Furthermore, the opinion is that there have been no major differences in attitudes within the travel companies since then. According to SwedWatch, there is one travel company, Apollo, which demonstrates a greater commitment to the work with social responsibility. Finally, the expectation is that there will come a day when the accountability by itself constitutes a matter of certainty or at statutory requirement to clean up what one has caused.

5.3.2 Cooperation with the Swedish Travel Companies

When it comes to social responsibility the organization of ECPAT prefers to advocate ISO 26000 whose development the organization has been involved in. ISO 26000 is a global standard, which means that a total of ninety countries and four hundred experts from various

fields have contributed with knowledge in varying perspectives of the concept. The goal of the process and production of the standard has been to create a common reference point for what CSR should include in practice. (Atler 2009, p. 5) Moreover, the representative for ECPAT points out that it is through the adoption of the Code of Conduct as the main cooperation with Swedish travel companies is in progress. Highlighted is the fact that ECPAT offers training to those who have adopted the Code and encourages dialogues between the companies to improve the support of each other in the effort to combat potential and actual perpetrators of sex tourism. Concerning the cooperation working together with Swedish travel companies Atler (2009) additionally highlights the initiative, which ECPAT took in the year of 1998 signified by the Code of Conduct preventing sex tourism and applying to Swedish travel companies.

5.3.3 Reasons to Act Socially Responsible

SwedWatch claims, as more consumers become increasingly aware of the social problems, these also become more up-to-date. If the companies then do not act in an active way and is able to respond to the consumers' questions, the risk of loosing them in benefit for the competitors who are better prepared, will increase. For this reason, it will be a competitive advantage to act socially responsible according to SwedWatch. Finally, SwedWatch's expectation is that a legislative proposal will be presented which in turn will force companies to work more actively with the questions.

5.3.4. Problems Working with Social Responsibility

Regarding the issue of working with social responsibility within the travel industry, ECPAT states that one of the contributing factors are travellers actually taking notice when crimes are committed on the destinations. Thus, the information provided by the travel companies requiring how to report inconveniences is inadequate why the travellers' knowledge becomes thereafter. In addition, the rear view of the aforementioned Code of Conduct is highlighted signifying the problem of monitoring and control. Although, one must sometimes have faith in the companies responding to a change of attitude, why this code and the monitoring and control of it should be a part of their natural businesses. (Atler 2009, p. 94) Furthermore, the organization believes that another complexity concerning social issues is them causing frustration. This is since they often are perceived as non-tangible with the consequence of the companies not knowing how to make a difference. Favorable, is the increased communication and information sharing, which has occurred in the recent years, contributing to a better understanding and change. It is also believed within ECPAT that the individuals and the organizations, by putting pressure on businesses, are able to contribute to an ever-increasing change. (Atler 2009, p. 92)

SwedWatch considers that environmental problems until now to have been in focus and will moreover be of relevance as long as travel companies use aircraft as a way of transportation. When it comes to social responsibility, however, the organization claims that the main focus is to create a good balance between the host countries and travel companies in turns of

revenue. Today, the main part of the revenues is of benefit for the travel industry while the host country is left behind. The difficulty concerns how to find a balance between the benefits to local hosts and the benefits to travel companies.

5.3.5 Social Responsibility versus Profitability

When it comes to the relationship between social responsibility and profitability, SwedWatch is of the standpoint that the Swedish travel companies' view of the relationship is the same as of all other companies; no actions will occur as long as there is no return as a consequence. Furthermore, the organization claims that many companies consider it as relevant to be social responsible anyway since it creates a certain goodwill, which in turn will increase the profit.

5.3.6 Monitoring and Control

When it comes to the existing control system Travelife, SwedWatch is not aware of its existence. But after explanation, the response is that it certainly is a great action that the travel companies in cooperation with Travelife, take responsibility for local hotels in terms of controlling the working conditions and the issues with sex tourism. However, it is stated that the control of the hotels only constitutes a smaller feature of all the issues the companies actually should be responsible for. Nevertheless, travel companies lack the ability to control and monitor the local society as whole and the attitudes regarding sex tourism of the individual traveller. One of the difficulties considering monitoring and control is the fact that travel companies cannot supervise the individual's attitude and actions.

5.3.7 Ethics and Morals within the Travel Industry

Child abuse is concerned as ECPAT:s main field and in order to discourage such sex trade, action is acquired from multi players. The complexity lies in the fact that it is always the national government, which has the ultimate responsibility. Within the existing discussion concerning ethics and morals and actions against trafficking of children, the focus lies upon changing the approach of players such as hotels and travel companies. A specific ethical and moral dilemma within the travel industry is that most travellers committing these crimes probably would not proceed with the same action at home. This negligence may in part be due to the ethics and morals, which exist within the host country. (Atler 2009, p. 94) ECPAT also wants to point out that when it comes to ethics and morals one must also place emphasis on the individual responsibility one holds as an employee. (Atler 2009, p. 109)

In addition to this, SwedWatch points out that the companies' attitude towards social responsibility has to reflect the ethics and morals, which exist within the Swedish travel companies. Although, dilemmas do occur in many different situations, exemplified by prostitution. Prostitution is prohibited in Sweden by law and SwedWatch desires this standpoint also to permeate the work of Swedish travel companies when operating at the Thai market.

5.4 Summary

Within this chapter we presented and summarized the most relevant empirical material, which is specific to our objects of the study, specified by the travel companies and additionally the critical approach in the form of the organizations. From our empirical data, we can terminate the existence of several differences in how the various travel companies relate to social responsibility. This will be further analysed in relation to our theoretical framework within the next chapter. The chapter hereby concludes with this summary.

Chapter 6 Analysis

In this chapter we compare the chosen theories with our most significant empirical data in order to develop an analysis with reference to our purpose and research questions. This analysis creates the basis for our forthcoming conclusions. The chapter will conclude with a summary.

6.1 Introduction to the Analysis

Initially, we will begin our analysis by analysing the Swedish travel companies' attitude towards social responsibility and the impact this attitude can be presumed to have on the companies' work with monitoring and control. Within this section, a more critical empiricism from the perspective of the organizations will take part in order to analyse the travel industry from an outsider's perspective. This since we want to relate critical to the travel companies' statements and also to create a unbiased image. Thereafter, cross-cultural differences will be reflected upon and to what extent these affect the companies' work with social responsibility. A more critical approach from the organizations will also here contribute to a more neutral analysis. The study is based upon a qualitative approach and the empirical data, which has been presented, is therefore based upon the results of different individuals' opinions and interpretations. The reasoning will also be connected to the selected theories from our theoretical framework.

6.2 Monitoring and Control

Fritidsresor's attitude towards social responsibility in the Thai market may be perceived as *proactive* since the company for example is working with the ambitions:

"We will do the right thing so that others can do the right thing as well" and

"We will do the best we can".

A proactive company can, according to, our theoretical framework be shaped of a company whose motives for working with social responsibility is to be innovative, and lead the way when it comes to working with social issues. (SIS Handbok 40:2005, p. 11) Fritidsresor expresses at different levels such a proactive attitude by working actively with the education of their staff, but mainly by the development and adoption of the ECPAT Code of Conduct. Moreover, Fritidsresor is one of the few travel companies, which work actively with, and also contributes to, improvements to the control system Travelife. Parallels can be drawn with the category of *prevention companies,* when such a company looks ahead and attempts to find durable solutions in collaboration with its stakeholders. (SIS Handbok 40:2005, p. 11) Fritidsresor expresses a goal of working long-term in order to improve the control system Travelife, and to develop the system so that in the future, it only consists of a third party verification of the hotels affected by the system. Moreover, the company has, within its hotel contracts, included written clauses specifically focused on social responsibility (Appendix 7) This is in order to strengthen the monitoring and control of their hotels. Fritidsresor's apparent

proactive attitude can also be associated to Kohlberg's theory of Moral development and Moralizations. The company has specifically highlighted to work actively in order to do the right thing to make others to do right as well, which ranks the company's moral level highly in Kohlberg's theory about moral development. The company can be related to the *postconventional level* since this level consists precisely of the motive the company has in order to act socially responsible, namely the reasoning of:

"The greatest good for the greatest number"

The company chooses in line with the theory which ethical and moral norms and values it wants to consider when operating in different markets. Furthermore, laws and democratic rights are given high priority. (Lickona 1976, p. 33)

The company Travel Beyond on the other hand, does not portray the same proactive attitude towards social responsibility as Fritidsresor. Currently, the company is not working actively with their social responsibility and the attitude is moreover reflected by the intention of only introducing such a policy when pressure from the environment and a strong public opinion demands them to do so. The company is therefore, unlike Fritidsresor, rather similar to the theory of a *passive categorization*. Such a company views social responsibility as problem solving and the consequence is thus to act only when authorities and stakeholders demand action and reaction. (SIS Handbok 40:2005, p. 11) As the company has not yet experienced such a pressure, Travel Beyond does not either work with any specific monitoring and control of its hotels, and subcontractors within the Thai market today.

The company further argues that it is not possible to develop specific contracts including social responsibility clauses, such contracts can only be done to a standardized plan, which is contradicted by the actions undertaken by Fritidsresor. Travel Beyond's attitude towards social responsibility is moreover possible to relate to *the Friedman Doctrine*, where profit maximization is in constant focus. The attitude is permeated by the idea that major travel companies can afford to invest in CSR strategies, while the smaller ones still focus solely on profit maximization. Instead of, as Fritidsresor, adding importance to its stakeholders' interests Travel Beyond believes in accordance with Friedman that the moral and ethical decisions, in this case, in terms of the responsibility of the social aspects, rather takes place on an individual level. (Friedman 2002, p. 133) The company cannot be considered to have progressed as far in their Corporate Social Responsibility and therefore ends up in line with Kohlberg's theory between the *preconventional* and *conventional level,* since it is profit-seeking but also strives to maintain qualitative relations with its surroundings. (Lickona 1976, p. 33) The company will start to act socially responsible when the public opinion demands them to, whilst also highlighting the importance to meet defined obligations required by the market. (Bergling 1981, p. 13)

The attitude expressed by the company TravelPartner is according to the company itself highly positive, portrayed by the engagement in the form of ECPAT and several social projects. The company claims that because it acts as an intermediary of travels, it is unable to control the social responsibility at their different markets. Monitoring and control to the same extent performed by Fritidsresor is not considerable. A third party related to the issues

concerning control is mentioned but cannot be named. The company's attitude is to increase the awareness of occurrences of trafficking and other inconveniences. This is in order to cancel trips to these destinations. Thus, TravelPartner's attitude towards the control of social responsibility does exist, but is not as developed as that of Fritidsresor. The company excuses the lack of monitoring and control by claiming only to be an intermediary of travels, which worsen its possibility to control their hotels' social responsibility. This issue is exacerbated by the fact that TravelPartner does not enter into any hotel contracts. It is difficult to conclude which category of companies TravelPartner theoretically belongs to when the interview was not sufficiently exhaustive to make any such position. However, the company's attitude and morals can be linked to Kohlberg's theory where it ends up at the *conventional level*. (Bergling 1981, p. 13) We apprehend the company to work to meet defined obligations and social orientation is of priority. Since the company did not see any link between profitability and social responsibility we are not able to further link their reasoning to the Friedman Doctrine.

In order to, within this analysis, be able to face the travel companies' standpoints in terms of social responsibility, we have chosen to include the perspectives of the organizations ECPAT and SwedWatch. ECPAT:s claim of Fritidsresor contributing to the development of their Code of Conduct, today signed by several Swedish travel companies, suggests that the company, in line with Kohlberg's theory, is actually *postconventional* (Lickona 1976, p. 33) and, moreover, *proactive* in the sense of working as a leader for other smaller companies (SIS Handbok 40:2005, p. 11). Overall, ECPAT reinforces our reasoning by pointing out the fact that more and more travel companies, as Kohlberg's theory indicates, reach a higher awareness and take greater account of social orientation. However, ECPAT proves the effect that travel companies, such as Travel Beyond and TravelPartner, have not reached such an advanced strategy of monitoring and control as Fritidsresor. The organization also confirmed the fact that it requires pressure from the environment in order to reach a favorable change of attitude.

In response to this input, we must also take SwedWatch's standpoint into consideration. This organization highlights that there still exists a lack of attitude among travel companies to take responsibility for issues beyond child sex tourism, such as, for example, liability for the local people's incomes. Furthermore, no change in attitude towards a greater social responsibility has been seen. SwedWatch does not regard Fritidsresor as so proactive and prominent as the company itself claimed, but rather refers to Apollo as the leading travel company in Sweden, being an innovator within the concept of social responsibility. SwedWatch is in accordance with Travel Beyond, when it comes to the aspect of the requirements of a strong public opinion, in order to change the attitude and moreover that such a change will only take place when the consequence is a profitable return. Furthermore, SwedWatch confirms Travel Beyond's reasoning of considering monitoring and control as hard to accomplish, since social responsibility predominantly takes place on an individual level. Nevertheless, travel companies lack the ability to monitor and control the local society as a whole, and the attitudes regarding sex tourism of the individual traveller. The difficulty considering

monitoring and control is the fact that the travel companies cannot supervise the individual's attitude and actions.

6.3 Ethical and Moral Differences

Fritidsresor has expressed their ethics and morals to be of Nordic values, with the idea of not acting as colonialists when approaching a foreign market. The intention of the company would therefore, in line with the reasoning advocated by the *Integrative Social Contracts Theory*, be to take into account the various trans-cultural differences that arise when operating in a global market. (Carroll 2004, p. 115) When norms and values do not converge between nations, according to our ethical and moral theory discussion, dilemmas often occur, as highlighted by both Fritidsresor and Travel Beyond. In response to Fritidsresor's way of dealing with such dilemmas, one can also find support in our theoretical ethical and moral discussion, which illustrates the fact that it is not an appropriate approach to simply maintain home-country values, such as Fritidsresor. (Moon & Woolliams 2000, p. 112) From without the Integrative Social Contracts Theory we can instead conclude that it requires cultural training to handle these dilemmas. Although, all employees within Fritidsresor today are forced to undergo CSR education, we believe that such education also should include a cultural training, which emphasizes the importance of being sensitive to various trans-cultural value applications. This is in order to be able to understand the local host-country culture and in a greater extent be able to assume ones social responsibility. Norms and values differ between countries, one can try to understand the difference but it is not always applicable into business, which once again is reflected within the rings of the Integrative Social Contracts Theory. (Carroll 2004, p. 115)

Another difficulty, which we have been able to issue, is how the national norms and values, within the authorities in Thailand, additionally can be linked to the theoretical ethical and moral discussion of home and host-country values. (Moon & Woolliams 2000, p. 111) Social responsibility factors such as poor working conditions, child labour and prostitution are all prohibited by Thai law. However, one can illuminate the tendency that, despite being illegal, host country values after permits these inconveniences resulting that Fritidsresor is not able to fully implement their social responsibility. Nevertheless, we perceive an inconsistency in how Fritidsresor chooses to deal with such dilemmas, as the company in the case of prostitution chooses to follow host-country values, while implementing their own Nordic home-country values with regards to the problem of child labour. We believe this may be due to the same reasoning perceived in the theoretical ethical and moral discussion, that a majority of the ethical and moral dilemmas are based on individual values, and how an individual acts in various morally challenging situations, something even Travel Beyond has chosen to emphasize.

In addition, Travel Beyond even illustrates an awareness of the differences in ethics and morals, which exists between home and host countries. The company does however handle the dilemmas in a different manner, by leaving it to individual subcontractors with the excuse

that the company fully trust that these, in tern, operates in a socially responsible manner based on host-country values. Based on the approach Travel Beyond takes when choosing to handle ethics and morals, one can speculate that the company would potentially have preferred universal principles on how to relate to ethics and moral. According to our theoretical ethical and moral discussion we also ascertain that there has been an attempt to develop such universal principles on how to deal with the dilemma, but without success. However, it has been shown that the cultural-training mentioned previously can possibly contribute to a better adoption of the new culture and an improved relationship with the host nationals. For this reason, such training is required for a cultural understanding and sensitivity. Travel Beyond's thoughts are moreover echoed in the contributions of TravelPartner. This company considers ethics and moral to be something applicable simply on the individual, why it takes no account of ethical and moral differences, which thus is reflected in their lack of work with social responsibility.

ECPAT enhances the travel companies' views of ethical dilemmas by confirming the arguments of national authorities often put an end to the social responsible actions. ECPAT agrees with the reasoning of many ethical and moral decisions being made individually and highlights the example of a specified ethical and moral dilemma within the travel industry, being the one of most travellers committing crimes, which they probably would not proceed with at home. This negligence may in part be due to the ethics and moral, which exists within the host-country. (Atler 2009, p. 94) Furthermore, the organization of SwedWatch contributes with an interesting perspective, observing that the companies' attitudes towards social responsibility have to reflect the ethics and morals, which exist within the Swedish travel companies, more specifically home country ethics and morals. Since law in Sweden prohibits prostitution, SwedWatch also wants this standpoint to permeate the work of the travel companies operating in the Thai market. This in order to be able to deal with dilemmas, which may arise from non-converging norms and values which consequently, facilitates the work with social responsibility.

6.4 Outcome from our Analysis

What we mainly choose to carry with us from out our previous analysis is the aspect of larger companies with more resources and more experienced pressure from the environment, and the interest organizations posses a more proactive attitude towards how to work with social responsibility. Consequently, the outcome is that these companies also are more prominent in their work with monitoring and control. For smaller and less commercialized companies profitability in the form of profit maximization is still in a greater focus than social responsibility. For this reason, these companies do not work equally actively within the areas of monitoring and control, although they are well aware of the fact that a greater social responsibility should obtain more space within their businesses.

What we mainly choose to carry with us from the ethical and moral analysis is the outcome of all the companies are aware of cross-cultural differences and acknowledges that such differences do impact their work with social responsibility. However, the selected companies

manage these differences in contrasting ways and are not always consistent in their work with such issues. We have therefore chosen to carry with us the idea about cross-cultural training, which emphasizes the importance of being attentive to various trans-cultural value applications. This is in order to be able to understand the local host-country culture and to a greater extent be able to take once social responsibility. Overall, the companies put a lot of the ethical and moral difficulties on the individual, with reasoning of many ethical and moral decisions being made individually, as highlighted by the example of a specified ethical and moral dilemma within the travel industry, being the one of most travellers committing crimes, which probably proceed with the same actions at home.

6.5 Summary

The analysis presented will be used for the conclusions drawn in the next chapter. The analysis is based primarily on the basis of our empirical data and theoretical framework with parallels drawn to our problem areas. We can establish that there exists a lot of different attitudes towards social responsibility and how to deal with ethical and moral differences between countries, monitoring and control. This is something we will discuss further in our next chapter in order to finally be able to respond to the purpose of the study considering how these factors permeate the travel companies work with social responsibility. The chapter hereby concludes with this summary.

Chapter 7 Result and Conclusions

In this chapter, the results of the analysis are presented. Firstly, we once again present the purpose and the research questions for our study and thereafter shortly and concise present the conclusions from the study. Recommendations and policy options are also something that might be affected.

7.1 Introduction to the Result

We once again wish to refer back to the purpose and the questions examined throughout this study:

The purpose with our study is:

"to investigate and obtain a deeper understanding of Swedish travel companies' attitudes towards and reasons for working with social responsibility, focusing on monitoring and control, and cross-cultural ethics and morals."

Question 1: *Could it be that the travel companies' attitude towards social responsibility in the Thai market does influence into what extent a travel company works with monitoring and control?*

Question 2: *Ethics and moral differ between cultures. Could it be that this factor contribute to the extent the Swedish travel companies take or shirk from their social responsibility?*

The problem of the lack of monitoring and control has arisen due to the fact that there are few practical methods for monitoring and control of social responsibility both in financial terms as well as in reality. (Grafström et al 2008, p. 152) Moreover, since the travel companies are working on a global and expanding market different approaches to ethics and moral do appear. (Moon & Woolliams, 2000) The problem concerns, which approach the Swedish travel companies, should obligate in the Thai market, host or home country, and how this affects their work with social responsibility. The problem areas of this study are by no means easy to answer since there are such a great deal of different aspects and approaches to consider. After all, an improved understanding of social responsibility within the travel industry has been reached and we consider us, with benchmark in our ethical and moral discussion, and angles according to the travel companies' attitude towards social responsibility, to have explored a number of aspects possible to take into consideration in the travel companies' work with social responsibility.

General question: *Why do companies work with, or do not work with, CSR?*

7.2 Result

With reference to our research questions as well as the general question we have been able to draw the following result:

1. Travel companies with a more proactive attitude towards social responsibility are working in a greater extent with monitoring and control of their activities and with further improvements of such systems. Smaller and less commercialized companies, which are not exposed to as high pressure and scrutiny from the environment tend to have a more cavalier attitude towards social responsibility, which also is reflected in their absence of a prominent work with monitoring and control.

2. Cross-cultural differences in ethics and moral do not necessarily lead to the Swedish travel companies shirking their social responsibility. However, the contrasts in norms and values between nations are hugely complex, which highly worsen the work the companies wish to maintain concerning social responsibility.

3. The main reason for companies to act socially responsibly is that they have been exposed to pressure from consumers, interest organizations and other companies' proactive behavior. In order to act in a risk minimizing and brand image-improving manner, companies therefore tend to take action for a greater social responsibility. The reason for companies not acting socially responsibly is mainly rooted in the difficulties associated with the distance to the markets where the company operates, the fact that the company sees profit maximization as a higher value, or finally, that the company has not yet been subjected to the pressure from the environment mentioned above.

7.3 Discussion and Conclusions

Given the fact that we have studied three different types of travel company, one large and more commercialized, one small and more niche, and one which mainly conveys travels, we can conclude that common excuses for an insufficient monitoring and control of social responsibility are aspects such as the travel companies only conveying trips, that the market is too distant and that they rely on suppliers to handle such social aspects. The question is whether these can be regarded as sustainable arguments for not taking their Corporate Social Responsibility, or whether they are simply signs that the companies shirk their responsibilities. We have been able to observe and conclude that the work with monitoring and control of CSR differs between large, more commercial companies and smaller less well-known companies. Thus, we can also conclude that companies, which are of a more commercial nature, are subjected to a greater scrutiny, and therefore, usually act more proactively in terms of monitoring of social aspects. To exemplify, Fritidsresor tend to work more proactively with such issues in order to improve their monitoring and control system, while the consequence of Travel Beyond possessing a more cavalier attitude affects their social responsibility to the extent that they currently do not monitor and control their local

hotels and suppliers, or take responsibility for working conditions. This statement is moreover in line with the reasoning of TravelPartner. Consequently, we can additionally conclude that companies, which find themselves in the spotlight, are susceptible to ambient criticism and pressure, and tend to have a more proactive attitude to working with social issues. Furthermore, we once again want to highlight ECPAT's point of view concerning the fact that travel companies should cooperate more in the various markets within issues of social responsibility. This recommendation is due to the fact that cooperation creates a stronger and more shared opinion, which will simplify the influence on the national authorities and hence facilitate the travel industry's continued work with social responsibility in the Thai market.

When it comes to the problem area of the current ethical and moral differences between nations and whether these affect the extent to which a travel company assume or shirk its social responsibilities, we can conclude that it is not always about escaping the responsibilities. Instead, the company may want to act responsible, but for ethical and moral reasons, cannot assume their responsibilities fully. This is exemplified by Fritidsresor's social engagement, which often is prevented due to the differences within norms and values expressed by the Thai authorities. We can also conclude that it is not commonly the ethical and moral differences, which prevent social responsibility of the companies, it might rather represent a complex element in the work itself. Another conclusion concerns the fact that the Swedish travel companies typically use and interpret Nordic home-country values when operating in foreign markets. In line with the views of Moon and Wooliams (2000) considering cultural training for an easier approach of markets with differing norms and values, we would like to highlight that the travel companies should consider including this in their work with CSR and the education programs which already exist. This is in order to be able to learn from diverse cultures, and consequently facilitate the convergence of ethics and morals in the global markets.

Finally, we wish to point out that travel companies do not really have a significantly cavalier attitude towards social responsibility but rather blame the problems on the distance to their markets. To question regarding such an argument is the fact that travel companies, despite this claimed distance, actually engage in profitable and viable businesses on these markets, but, as suggested, are not able to take responsibility for the same activities. This signifies an attitude, which we clearly want to stress since we believe that with rights come responsibilities: to both assume a responsibility as well as to monitor and control such a responsibility. Moreover we wish to highlight the aspect of what is actually classified as a valid reason for travel companies not to meet their responsibilities. We believe them to be in need of greater expertise regarding sustainable development in order to be able to operate in the current markets as well as to be able to expand in a sustainable order. Travel companies should therefore, as recommended, focus on cooperation with competitors, organizations and local authorities in order to improve the social conditions in their host-country markets. One cannot ask the travel companies to eradicate all evil, but they can use their influence to bring out a greater awareness in society. As such awareness will only increase, so will the problems as well as the opportunities within the field of CSR.

To clarify, the conclusions drawn from this study are as follows:

1.   Monitoring and control of social responsibility differs between large, more commercial companies and smaller lesser-known companies. Companies of a more commercial nature are subjected to greater scrutiny and therefore usually act more pro-actively in terms of monitoring of social aspects.

2.   Regarding ethical and moral differences between nations and whether these affect the extent into which a travel company assumes or shirks its social responsibilities, this is not always about escaping their responsibility. The company may express a desire to do so, but for various ethical and moral reasons, cannot assume their responsibilities fully.

3.   It is not typically the ethical and moral differences, which prevent social responsibility of the companies, but may rather represent a complex element in the work itself.

4.   The travel companies should consider cross cultural-training. This is in order to be able to learn from diverse cultures and consequently facilitate the convergence of ethics and moral in the global markets.

7.4 Criticisms of the Study

Of criticism to our study is that we would surely have received more exhausted information if we had only chosen to turn to the three largest operators in the form of Fritidsresor, Apollo and Ving. But since their work with social responsibility is of a similar character, and since collaboration in a great extent take place between the companies, it is likely that our results would have tended to conclude in an exceptionally positive viewpoint of the travel companies work with social responsibility. Instead we chose companies, all not working with CSR in the same manner, allowing us to gain a more realistic overview, and in doing so, not merely looking at Swedish travel companies' work with social responsibility. To bear in mind is also the fact that our conclusions would have tended to be of a different character if our sample of respondents had been more generously proportioned and moreover if we had managed with further personal dialogues instead of the telephone interviews conducted. The limited number of interviews can also have resulted in a generalization, which in turn could have influenced the conclusions drawn from this study. However, we believe these three represented companies to correspond to such different types of corporate culture, nature and perspective of social responsibility that we nevertheless feel that we have gained a greater understanding of the problem. Finally, another aspect worthy of concern is the uncomfortable feelings and attitudes the discussion of social responsibility can encourage. For this reason, the companies usually solitary want to provide positive information considering such sensitive issues affecting the responses given within our interviews. Thus, our intention is that, through the use of the organizations' more critical perspective, try to create a unbiased image, which we also believe is reflected in our conclusions.

7.5 Further studies

Of interest for further studies, we can contemplate a necessity for a deeper research concerning whether the distance can be a deciding factor for a lack of social responsibility within the industry. Furthermore, in line with our view of Malin Ripa and Volvo's perspective, thoroughly investigate how smaller travel companies can improve their work of monitoring and control. Further research would also be needed regarding how managers in the travel industry approach towards Corporate Social Responsibility affect the extent to which the company actively works with such issues. Finally, another potential area of study could be to conduct an inquiry from a customer perspective, this in order to study how the customers look upon the travel companies' work with social issues, and thus influence, and motivate the travel companies for further involvement within social responsibility.

Chapter 8 Bibliography

8.1 Literature

Atler, S. (2009) *Vårt gemensamma ansvar* Stockholm: SIS Förlag

Bergling, K. (1981) *Moral Development: The Validity of Kohlberg's Theory.* Motala: Borgströms Tryckeri Aktiebolag

Craig Smith, N. (2003) *Corporate social responsibility*: *whether or how?* Reprinted in: *International management. Managing the global corporation.* Som, A. (2009). Berkshire: McGraw-Hill.

Epstein, M. (2008) *Making Sustainability Work.* United States of America.

Friedman, M. (2002). *Capitalism and Freedom.* Chicago and London: The University of Chicago Press.

Grafström, M, Göthberg, P & Windell, K (2008) *CSR: Företagsansvar i förändring.* Malmö: Liber AB

Holme, I. & Solvang, B. (1997). *Forskningsmetodik: Om kvalitativa och kvantitativa metoder.* Lund: Studentlitteratur

Lickona, T. ed (1976). *Moral Development and Behavior: Theory research and social issue.* Geis G & Kohlberg L cons. ed. United States of America: Holt, Rinehart and Winston.

Patel, R & Davidson, B. (1994). *Forskningsmetodikens grunder: Att planera, genomföra och rapportera en undersökning.* Lund: Studentlitteratur.

SIS Handbok (40:2005) *CSR- Socialt ansvarstagande för företag.* Stockholm: SIS Förlag AB.

Trost, J. (1997). *Kvalitativa intervjuer.* Lund: Studentlitteratur

Wiedersheim-Paul, F. & Eriksson, L. (1991). *Att utreda, forska och rapportera.* Malmö: Liber Ekonomi

8.2 Scientific Articles

Carroll, A. (2004). Managing ethically with global stakeholders: A present and future challenge. *Academy of Management Executive,* vol. 18, p 118.

Carroll, A. (1991). The Pyramid of Corporate Social Responsibility: Toward the Moral Management of Organization of Stakeholders. *Business Horizons,* July-August, p. 39, 40, 44, 45, 47

Chapple, W. & Moon, J. (2005). Corporate Social Responsibility (CSR) in Asia : A Seven-Country Study of CSR Web Site Reporting. *Business Society,* vol 44. p 416, 439.

Friedman, M. (1970) The Social Responsibility of Businesses is to increase its Profit. *The New York Times Magazine,* p. 6.

Geva, A. (2008). Three Models of Corporate Social Responsibility: Interrelationships between Theory, Research and Practice. *Business and Society Review,* 113:1, p. 1-41

Moon, C. & Woolliams, P. (2000). Managing Cross Cultural Business Ethics. *Journal of Business ethics,* vol. 27

8.3 Reports

Bastås S. & Gelldin K. (2010). *Etik och ansvar inom all inclusive. En känslig fråga.* B-uppsats, Restaurang- och Hotellhögskolan vid Örebro Universitet.

Berninger K. & Samuelsson K. (2009). *Uppdrag famtid. En studie i researrangörers sociala ansvarstagande.* Magisteruppsats. Handelshögskolan vid Kalmar Universitet, Företagsekonomiska institutionen.

Elfström- Fauré, E. & Olsson, E. & Valentin, M. (2008). *En exkluderande resa: En granskning av turismens effekter i Thailand och Brasilien.* (SwedWatch Report, nr. 24)
Web. 5 Apr. 11
http://www.swedwatch.org/sites/www.swedwatch.org/files/rap-swedwatch-turist1.pdf

Eriksson, J. (2009). *Kartläggning av Sveriges researrangörer – Ett urval av svenska researrangörers arbete med mänskliga rättigheter och hållbar utveckling.* (Schyst Resande Report)
Web. 1 Mar. 11
http://schystresande.se/ubl/files/35366.pdf

Hebeler C. & Mårdh H. (2010). *Corporate Social Responsibility – Alla företag har ett klimatavtryck, det är bäst vi lägger oss ner och dör.* Kandidatuppsats, Handelshögskolan vid Göteborgs Universitet, Företagsekonomiska institutionen

Zynia, R. (2002). *What is Corporate Social Responsibility?* (U.S. Agency for International Development, USAID Report)
Web. 5 Apr. 11
http://www.rhcatalyst.org/site/DocServer/CSRQ_A.pdf?docID=103

8.4 Personal Interviews

Interview with Helena Andrén, CEO at Travel Beyond, Stockholm 2011-04-19

Interview with Jim Hofverberg, Communications Coordinator for the environmental and CSR issues at Fritidsresor, Stockholm 2011-04-18

Phone interview with Johanna Wester, Representative ECPAT Sweden, Gothenburg 2011-05-03

Phone interview with Lotta Svennbeck, Director of Operations eTraveli, representative TravelPartner, Gothenburg 2011-05-05

Phone interview with Maria Engvall, Representative SwedWatch, Gothenburg 2011-05-03

8.5 Web

ECPAT A "ECPAT:s samarbetspartners"
Web. 7 May. 11
http://www.ecpat.se/index.php/om-ecpat/vilka-aer-vi/samarbetspartners

ECPAT B " Vad gör ECPAT?"
Web. 7 May. 11
http://www.ecpat.se/index.php/om-ecpat/vad-goer-ecpat

ECPAT C "Några exempel på ECPAT:s arbete"
Web. 7 May. 11
http://www.ecpat.se/index.php/om-ecpat/vad-goer-ecpat

eTRAVELi A "About European Travel Interactive"
Web. 7 May. 11
http://www.etraveli.com/about.html

Fritidsresor A "Historik"
Web. 20 Apr. 11
http://www.fritidsresor.se/36665/Om-foretaget-Historik/

Fritidsresor B "Fritidsresegruppen"
Web. 20 Apr. 11
http://www.fritidsresor.se/36665/Om-foretaget/

Fritidsresor C "ECPAT"
Web. 20 Apr. 11
http://www.fritidsresor.se/36665/Ansvar--Klimat/Socialt-ansvar-och-projekt/Ecpat/

Fritidsresor D "Leverantörskrav"
Web. 20 Apr. 11

http://www.fritdsresor.se/36665/Ansvar--Klimat/Socialt-ansvar-och-projekt/etik/

Fritidsresor E "Arbetsvillkor"
Web. 20 Apr. 11
http://www.fritdsresor.se/36665/Ansvar--Klimat/Socialt-ansvar-och-projekt/Arbetsvillkor

Fritidsresor F"Travelife-kontrollerat hotell"
Web. 20 Apr. 11
http://www.fritidsresor.se/36665/Ansvar--Klimat/Flyg2/Travlife---kontrollsystem-for-miljo--socialt-ansvar/

SwedWatch A "Om oss"
Web. 03 May. 11
http://www.swedwatch.org/sv/om-oss

Travel Beyond A "Travel Beyond"
Web. 20 Apr. 11
http://www.travelbeyond.se/Travel-Beyond.aspx

Travel Beyond B "Unlimited Travel Group"
Web. 20 Apr. 11
http://www.travelbeyond.se/Unlimited-Travel-Group.aspx

TravelPartner A "Om"
Web. 7 May. 11
http://www.travelpartner.se/about/

Chapter 9 Appendix

Appendix 1- Presentation of the Respondents

Fritidsresor

In the year of 1961 the foundation for the travel company Fritidsresor was laid by Bengt Bengtsson and Håkan Hellström. It was the start of a new holiday concept. Over the years the business expanded and in the year of 1998 the British Thomson Travel Group Plc acquired Fritidsresor. (Fritidsresor A) The group is one of the worlds largest with a total of fifty thousands employees, providing annual travel solutions to over thirty million customers. Today, Fritidsresor is one of the main organizers in Sweden and provides mainly travels of a warm and sunny character. The company's vision is "Making holiday dreams come true". (Fritidsresor B)

One of the cooperation partners, which the company presents on the website is ECPAT "End child prostitution, child pornography and trafficking in children for sexual purposes". This collaboration took its start in the year of 1997 when Fritidsresor as the first travel company signed the Code of Conduct developed for travel companies and founded in the basis of the UNCRC (UN Convention on the Rights of the Child). Fritidsresor appeared to have been the superior company contributing with active information about tourists and travel habits. In the year of 1999 the cooperation with ECPAT resulted in the fact that Fritidsresor Gruppen introduced the Code of Conduct at all their destinations. (Fritidsresor C)

The company includes environmental as well as social responsibility clauses in their hotel contracts. An improvement made in their contracts is the fact that the agreements to some extension also should contain invitations to the subcontractors to support the UN Convention on Human Rights, the ILO core Convention on Employment Law, UN Children's Convention, the Global Compact ten Principles for Activities Abroad, the ECPAT Code of Conduct and the RIO Convention on Environment and Development. Furthermore, Fritidsresor requires their hotels to accede to monitor the control system Travelife. (Fritidsresor D)

The work force, which is hired locally, is recruited on a consultancy basis, based on national laws and frameworks and for this reason it is also salaried on the basis of legal contracts of the nation. Since Fritidsresor itself does neither own more than a few hotels nor operate them, Fritidsresor as an employer does not employ the hotel staff. (Fritidsresor E)

The aim of the company is to connect and certify all its hotels to the monitoring and control system Travelife, created by the European Association comprising measuring systems and guidelines for improvements in social and environmental responsibility. Travelife signifies the fact that hotels are able to independently improve their work with and performance in the

context of CSR. Thus, it can provide an insight into the hotels' actual work. The owner of the group, TUI Travel Plc, includes today approximately one hundred inspectors who work actively with the system. Only one hotel in Thailand is today connected to Travelife. (Fritidsresor F)

Travel Beyond

Travel Beyond accounts for substantial experience and expertise and turns to the clientele seeking a unique sense of service and availability, which goes beyond what is normally offered. The company offers customized trips for those customers, which require an individual trip, honeymoon or a trip with family or business. Travel Beyond does not see standard solutions as an option and assembles the customers' journey to meet particular requirements, desires and dreams. (Travel Beyond A) Travel Beyond is part of the travel group Unlimited Travel Group, together with ten different subsidiaries. Commonly for the group are niche travel companies with a unique level of service. (Travel Beyond B)

At Travel Beyond's website and in public records the company do not express any work with Corporate Social Responsibility. Although, within their travel directories information of the importance of taking a personal responsibility "today and beyond" is revealed. Local projects are communicated within the directories, where tourism itself contributes to the maintenance and development of natural, cultural and environmental aspects. The work includes concepts, such as ecotourism in the form of organic farming and care for animals. Factors concerning social responsibility in the form of child labour, working conditions and security is nevertheless absent.

TravelPartner

TravelPartner was founded in 1997 as Sweden's first online travel company. (TravelPartner A) The company is one of the trademarks of the European Travel Interactive AB (eTRAVELi) Group, an online travel agency corporate group, which possesses the highest market share in the Nordic countries and provides air tickets, hotel reservations and other travel related services through their seven brands. (eTRAVELi A) The vision of TravelPartner is to offer both individual customers and smaller businesses complete travel solutions to the best price offer able. (TravelPartner A) TravelPartner is also one of the seven Swedish travel companies, which applies the ECPAT Code of Conduct against child sex tourism. (ECPAT A) In addition to this cooperation, the company does not distribute any information of social responsibility activities and CSR policies on its website neither do the corporate group of eTRAVELi.

ECPAT

The main occupation of ECPAT is to combat the exploitation of children within the sex trade. Since the problem is of a global character, the organization operates in all continents. The idea is to increase the difficulty to finance this kind of trade, since fewer buyers give rise to fewer victims. For this reason ECPAT will be able to fulfill the goal of reducing the revenues to pimps, traffickers and others who make money on the children's expense. (ECPAT B)

ECPAT has in collaboration with the Swedish travel companies signed a Code of Conduct against child sex trafficking. The code signifies moreover an education of staffs, putting pressure on partner hotels and reporting suspected child sex trade in tourist destinations. Companies within the entire travel industry have adopted this particular code, thus with different effects on their claimed social responsibility. (ECPAT C)

SwedWatch

The main commitment of the organization SwedWatch is to examine the effects of Swedish companies in less developed countries, this in the from of written reports, without political and religious roots. The organization consists of a number of employees of different backgrounds in fields such as political science, journalism, economics and international trade. SwedWatch considers trade across boarders as something beneficial, but they also wish to highlight the downside of this trade in order to take account of the people and the environment affected by the companies. The organization's goal is that through these reports provide a nuanced picture of how the Swedish companies deal with the negative consequences of their actions. The idea of the reports is to allow local residents and community stakeholders concerned in this specific market, to express their opinions. Highly prioritized of the organization is that the reports should be of a source of a critical nature. (SwedWatch A)

Appendix 2- INTERVJUFORMULÄR - Fritidsresor

Syftet med vår studie är: *"att undersöka och få en djupare förståelse för de svenska reseföretagens attityd till och arbete med socialt ansvarstagande, med fokus på uppföljning och kontroll samt kulturella skillnader i etik och moral."*

Frågeställning 1: Kan det vara så att reseföretagens attityd till socialt ansvarstagande påverkar i vilken utsträckning ett reseföretag arbetar med uppföljning och kontroll på den thailändska marknaden?

Frågeställning 2: Etik och moral skiljer sig mellan olika kulturer. Kan det vara så att denna faktor bidrar till att reseföretag antingen tar ansvar för, eller smiter från, sitt sociala ansvarstagande?

Fråga 1: Hur vill ni/du/företaget beskriva Fritidsresors attityd till socialt ansvarstagande?

Fråga 2: Varför väljer ni att arbeta med socialt ansvarstagande?

- Motiv, anledningar
- Arbete med socialt ansvarstagande

Fråga 3: Hur ser Fritidsresor på relationen mellan lönsamhet och socialt ansvarstagande?

Fråga 4: Upplever ni att det finns problem med att aktivt arbeta med socialt ansvarstagande?

- Uppföljning och kontroll
- Svårigheter att mäta
- Värderingar
- Attityder

Fråga 5: Hur ser ni på etiska och moraliska skillnader mellan länder?

- Påverkan på socialt ansvarstagande
- Problematik i normer och värderingar
- Hantering av skillnader

Fråga 6: Hur ser ert samarbete ut med ECPAT och Travelife?

- Hantering då uppsatta standards inte följs
- Kontroll av samarbetspartners arbete med etiska riktlinjer
- Genomförande av kontroller

Fråga 7: Vad händer om någon i organisationen upptäcker en avvikelse från CSR koderna?

- Rapportering till ECPAT och Travelife
- Hur rapportera om brister
- Utökande samarbeten

Fråga 8: Vad har ni för avtal med lokala hotell? Lokala transportföretag? Utflyktsarrangörer?

- Utformning av avtal
- CSR policy i avtal
- Uppföljning av CSR policy

Anmärkningar:

Appendix 3- INTERVJUFORMULÄR - Travel Beyond

Syftet med vår studie: *"att undersöka och få en djupare förståelse för de svenska reseföretagens attityd till och arbete med socialt ansvarstagande, med fokus på uppföljning och kontroll samt kulturella skillnader i etik och moral."*

Frågeställning 1: Kan det vara så att reseföretagens attityd till socialt ansvarstagande påverkar i vilken utsträckning företaget arbetar med uppföljning och kontroll på den thailändska marknaden?

Frågeställning 2: Etik och moral skiljer sig mellan olika kulturer. Kan det vara så att denna faktor bidrar till att reseföretag antingen tar ansvar för, eller smiter från, sitt sociala ansvarstagande?

Fråga 1: Hur vill ni/du/företaget beskriva Travel Beyonds attityd till socialt ansvarstagande?

Fråga 2: Arbetar Travel Beyond med socialt ansvarstagande?

- Motiv, anledningar
- Arbete med socialt ansvarstagande

Fråga 3: Upplever ni att det finns problem med att aktivt arbeta med socialt ansvarstagande?

- Uppföljning och kontroll
- Svårigheter att mäta
- Värderingar
- Attityder
- Skillnad mellan ett stort och ett litet företag

Fråga 4: Hur ser ni på etiska och moraliska skillnader mellan länder?

- Påverkan på socialt ansvarstagande
- Problematik i normer och värderingar
- Hantering av skillnader

Fråga 5: Hur följer ni upp och värderar ert arbete med socialt ansvarstagande?

Fråga 6: Hur kommer det sig att Travel Beyond inte har ett samarbete med ECPAT eller Travelife?

- Annat uppföljnings- och kontrollsystem
- Hantering då uppsatta standards inte följs
- Kontroll av samarbetspartners arbete med etiska riktlinjer
- Genomförande av kontroller

Fråga 7: Vad har ni för avtal med lokala hotell? Lokala transportföretag? Utflyktsarrangörer?

- Utformning av avtal
- CSR policy i avtal
- Uppföljning av CSR policy

Anmärkningar:

Appendix 4- INTERVJUFORMULÄR - TravelPartner

Syftet med vår studie: *"att undersöka och få en djupare förståelse för de svenska reseföretagens attityd till och arbete med socialt ansvarstagande, med fokus på uppföljning och kontroll samt kulturella skillnader i etik och moral."*

Frågeställning 1: Kan det vara så att reseföretagens attityd till socialt ansvarstagande påverkar i vilken utsträckning företaget arbetar med uppföljning och kontroll på den thailändska marknaden?

Frågeställning 2: Etik och moral skiljer sig mellan olika kulturer. Kan det vara så att denna faktor bidrar till att reseföretag antingen tar ansvar för, eller smiter från, sitt sociala ansvarstagande?

Fråga 1: Hur skulle TravelPartner beskriva sin attityd till socialt ansvarstagande?

Fråga 2: Varför väljer ni att arbeta med socialt ansvarstagande?

- Motiv, anledningar
- Arbete med socialt ansvarstagande

Fråga 3: Hur ser TravelPartner på relationen mellan lönsamhet och socialt ansvarstagande?

Fråga 4: Upplever ni att det finns problem med att aktivt arbeta med socialt ansvarstagande?

- Uppföljning och kontroll
- Svårigheter att mäta
- Värderingar
- Attityder

Fråga 5: Hur ser ni på etiska och moraliska skillnader mellan länder?

- Påverkan på socialt ansvarstagande
- Problematik i normer och värderingar
- Hantering av skillnader

Fråga 6: Vad händer om någon i organisationen upptäcker en avvikelse från CSR koderna?

- Rapportering till ECPAT
- Hur rapportera om brister
- Utökande samarbeten

Fråga 7: Vad har ni för avtal med lokala hotell? Lokala transportföretag? Utflyktsarrangörer?

- Utformning av avtal
- CSR policy i avtal
- Uppföljning av CSR policy

Anmärkningar:

Appendix 5- INTERVJUFORMULÄR - ECPAT

Syftet med vår studie: *"att undersöka och få en djupare förståelse för de svenska reseföretagens attityd till och arbete med socialt ansvarstagande, med fokus på uppföljning och kontroll samt kulturella skillnader i etik och moral."*

Frågeställning 1: Kan det vara så att reseföretagens attityd till socialt ansvarstagande påverkar i vilken utsträckning företaget arbetar med uppföljning och kontroll på den thailändska marknaden?

Frågeställning 2: Etik och moral skiljer sig mellan olika kulturer. Kan det vara så att denna faktor bidrar till att reseföretag antingen tar ansvar för, eller smiter från, sitt sociala ansvarstagande?

Fråga 1: Hur ser ECPAT på resebranschens arbete/attityd med/till socialt ansvarstagande?

Fråga 2: Vad har ECPAT för syn på samarbetet med de svenska researrangörerna?

- Uppförandekoder
- Uppföljning och kontroll

Fråga 3: Hur anser ECPAT att de svenska researrangörernas inställning är till att anta era uppförandekoder?

Fråga 4: Upplever ECPAT att det finns problem med resebranschens arbete med socialt ansvarstagande?

- Uppföljning och kontroll
- Värderingar
- Attityder

Fråga 5: Hur kan man följa upp/kontrollera effekten av ECPATs/Schyst Resandes påtryckningar för ett ökat socialt ansvarstagande inom reseföretagen?

Fråga 6: Hur ser ECPAT på etiska och moraliska skillnader mellan länder?

- Barnsexturism
- Prostitution
- Arbetsvillkor

Anmärkningar:

Appendix 6- INTERVJUFORMULÄR - SwedWatch

Syftet med vår studie: *"att undersöka och få en djupare förståelse för de svenska reseföretagens attityd till och arbete med socialt ansvarstagande, med fokus på uppföljning och kontroll samt kulturella skillnader i etik och moral."*

Frågeställning 1: Kan det vara så att reseföretagens attityd till socialt ansvarstagande påverkar i vilken utsträckning företaget arbetar med uppföljning och kontroll på den thailändska marknaden?

Frågeställning 2: Etik och moral skiljer sig mellan olika kulturer. Kan det vara så att denna faktor bidrar till att reseföretag antingen tar ansvar för, eller smiter från, sitt sociala ansvarstagande?

Fråga 1: Hur ser SwedWatch på resebranschens arbete/attityd med/till socialt ansvarstagande?

Fråga 2: Hur tror SwedWatch att resebranschen ser på relationen mellan socialt ansvarstagande och lönsamhet?

Fråga 3: Varför tror SwedWatch att resebranschen väljer att arbeta med socialt ansvarstagande?

- Motiv, anledningar
- Arbete med socialt ansvarstagande

Fråga 4: Upplever SwedWatch att det finns problem med resebranschens arbete med socialt ansvarstagande?

- Uppföljning och kontroll
- Värderingar
- Attityder

Fråga 5: Hur kan man följa upp/kontrollera effekten av SwedWatchs påtryckningar för ett ökat socialt ansvarstagande inom reseföretagen?
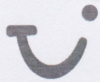
- Uppföljning och kontroll

Fråga 6: Hur ser SwedWatch på etiska och moraliska skillnader mellan länder?

- Barnsexturism
- Prostitution
- Arbetsvillkor

Anmärkningar:

Appendix 7- Sustainable Development Addendum – Fritidsresor

Sustainable Development Addendum

Contract no: _____   Season: _____

Accommodation name: _____   Resort: _____

This Addendum is supplemental to, and shall be treated for all purposes as being part of, the Accommodation Contract to which it is attached ("the Agreement"). Words and expressions in this Addendum shall have the same meanings as those attributed to them in the Agreement.

1   In support of TUI's and its parent company TUI Travel PLC's, commitment to sustainable development, as evidenced by TUI Travel Plc's Group Sustainable Development Policy ("the Group Policy", www.tuitravelplc.com), which the Supplier hereby acknowledges to have read, the Supplier will initiate, or continue to develop and implement, a sustainability strategy covering the Supplier's impact on the environment, its employees and the local community.

2   All Suppliers are required to commit to the Group Policy and to maintain the practices and standards set out below during the Term. By entering into the Agreement the Supplier warrants and undertakes that it currently maintains, and will throughout the Term maintain as a minimum, each of the practices and standards specified in paragraph 6. TUI supports the UN Global Compact (www.unglobalcompact.org), the UN Convention on the Rights of the Child (www.unicef.org/crc), and implements The Code of Conduct against sexual exploitation of children (www.thecode.org). TUI hereby urges the Supplier to do the same.

3   The Supplier shall self-assess its current sustainability performance by registering on the Travelife Sustainability System, located at www.its4travel.com, and completing the on-line questionnaire. The Supplier will then work to improve its sustainability performance by implementing the resulting recommendations where practicable. The Supplier shall provide TUI with a copy of the assessment and resulting recommendations and, where applicable, its plan to implement the same.

4   To facilitate and demonstrate highest levels of environmental performance and commitment, the Supplier is encouraged to consider implementation of an international environmental management system such as ISO14001, EMAS or the EU-flower.

5   TUI itself or through its duly appointed consultants shall have the right to carry out unannounced inspections from time to time in order to monitor the Supplier's compliance with the above policies and commitments and to require change in the Supplier's practices if necessary, including a requirement to forthwith cease any practice or activity that is not in line with the Group Policy and the above commitments.

6   Minimum Practices and Standards:

Environmental

- Be actively engaged in aiming to achieve a reduction in energy and water consumption and costs.
- Be actively engaged in aiming to achieve a reduction in the volume of solid waste produced.
- Ensure all waste water discharged from the business is treated to meet national regulatory standards.
- The supplier shall upon request be able to report the total consumption of water and energy as well as total occupancy per month of the premises.

Social & Ethical

- Ensure compliance with local employment legislation and that employees are paid at least a living wage or a wage equal to the national legal minimum wage.
- Ensure that children are protected against sexual abuse or exploitation on the premises and that the Supplier and its employees are aware of The Code of Conduct against sexual exploitation of children and follow its recommendations, such as reporting any suspicious behaviour from guests to relevant local authorities.
- Ensure that if persons aged 17 or under are employed, they are afforded full protection in accordance with the UN Convention on the Rights of the Child, and local legislation, and are provided with favourable working times and favourable conditions of work specifically designed to protect them.

Captive Animals

- If the Supplier's business involves captive animals in any form (e.g. as part of entertainment, captive birds, a petting zoo, etc), all animals must have been acquired legally and in accordance with the Convention on International Trade in Endangered Spieces of Wild Fauna and Flora, CITES (www.cites.org), and the animal welfare guidelines outlined in the Travelife Animal Attractions Handbook must be observed (www.its4travel.co.uk).

Name and date here   *Name and date here*

_____   _____
Signed on behalf of the Supplier by its duly   Signed on behalf of the Tour Operator by its duly
authorised signatory   authorised signatory

TUI Sustainable Development Addendum – Nordic – August 2009