

NEW CONTRIBUTIONS OF THE THESIS

Thesis Title: *The Competitiveness of Hotels in Khanh Hoa Province: An Approach from Corporate Social Responsibility*

Specialization: Tourism

Code: 9810101

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Training Institution: School of Hospitality and Tourism – Hue University

The new academic and theoretical contributions

- The thesis expands the theoretical framework on Corporate Social Responsibility (CSR) concerning stakeholders and the Resource-Based View (RBV) in studying the competitiveness of hotels.

- The study integrates three key factors of CSR, Green Human Resources Management (GHRM), and Environmental Performance (EP) to assess their impacts on hotel competitiveness. The study demonstrates both direct and indirect effects of GHRM and EP in the relationship between CSR and hotel competitiveness.

- The study identifies the moderating role of "Hotel Management Types (domestic vs. international)" on the impact of CSR and GHRM implementation on the competitiveness of four and five star hotels in Khanh Hoa province.

The new managerial contributions

- The thesis provides insights for hotel managers to understand how the implementation of CSR affects competitiveness, thereby offering managerial implications for enhancing CSR practices and improving hotel competitiveness.

- The thesis further offers practical recommendations, managerial implications, and policy suggestions for relevant departments and governmental agencies in charge of tourism management in Khanh Hoa province. Specifically, it advocates for the development of a legal framework to incentivize hotels and tourism service enterprises to adopt CSR practices, the promotion of green human resource policies, the implementation of green criteria, the enhancement of environmental performance, and the formulation of comprehensive management policies for the tourism industry in general and the accommodation sector in particular within the province.

Giảng viên hướng dẫn
(Kí và ghi rõ họ tên)

Nghiên cứu sinh
(Kí và ghi rõ họ tên)



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