Post Doctoral Fellowship
PROPOSAL

Document Status: WithOwner

ESRCReference:

PostDoctoral Fellowships (Open Call)

Area and Development Studies   Management and business studies

Organisation where the Fellowship would be held

Organisation	University of Brighton	Research Organisation Reference:	CENTOPS-pdf
Division or Department	School Of Service Management		

Project Title [up to 150 chars]

More Than Simply Corporate Social Responsibility: Implications of CSR for Tourism Development and Poverty Alleviation in Less Developed Countries

Start Date and Duration

a. Proposed start date	01 November 2006	b. Duration of the grant (months)	12

Applicants

Role	Name	Organisation	Division or Department
Fellow	Ms Christina Koutra	University of Brighton	Sch of Service Management

Date of PhD award

Expected PhD submission date:		01 September 2006

Objectives

List the main objectives of the proposed research [up to 4000 chars]

Intended contribution to Career Development:

The PDF will enable me to:

1)   publish from my doctoral thesis

2)   further develop my doctoral thesis in the specific area of (Corporate) Social Responsibility [(C) SR] (i.e. including goverment) establishing reasons for its late development in the tourism sector and its importance for effective poverty alleviation through tourism. The PDF provides a major opportunity to bridge such a gap in knowledge

3)   be supervised by Professor Peter Burns who uniquely brings together practitioner-academic (i.e. practical and theoretical) aspects of tourism and development in emerging economies.

Publications Plans

The PDF enables preparation of two articles for publication and a book proposal. The first article will focus on the importance of building capacities in sustainable tourism development and the second on the role of [(C) SR] in sustainable tourism development in less developed countries. In both articles I will comment on a new participatory method developed for my doctoral research. The book proposal will be about the practise of [(C) SR] as a pre-requisite in building capacities for tourism development which can be part of local poverty alleviation strategies.

Dissemination and Networking Activities:

The Centre for Tourism Policy Studies is already involved in a wide range of research and consultancy programmes. It has established links to existing international networks [UN World Tourism Organisation, Association for Tourism and Leisure (ATLAS), and various NGOs] and the PDF will allow contribution to the school's research activities and profile while creating my own network of contacts through dissemination/ publishing of results, delivering seminars, and participating in conferences. Finally I will have the opportunity of contributing to knowledge transfer during the fieldwork as I will be co-operating with academics from the University of Cape Coast in Ghana.

Skills Development and Advanced Training:

The university's training opportunities will enable me to strengthen my research/ analysis skills through software (SPSS, N*DIST). Participation in research seminars will expand my knowledge and enable me to write effective proposals to attract research funding. The university will continue to provide some initial teacher training.

The Development of Research Proposal:

The research proposal arose out of a particularly unexpected finding from my fieldwork: the importance of [(C) SR] in the sustainability of tourism and poverty alleviation in the study areas. In general, the pro-poor literature (especially that related to tourism) has vastly underestimated the central importance of [(C) SR] for poverty alleviation. The research will facilitate gathering further empirical evidence that may lead to wider applications and allow the work to shift from its present 'particular' situation to a position where generalisations may be made. The research will be realised in the University of Brighton (UoB). However, an essential element will be a short fieldtrip (one month) in Ghana to gather further empirical evidence on the role of [(C) SR] in tourism and poverty alleviation. The field trip can be short as the contacts are already established. The research aims to identify the various forms and dimensions of [(C) SR] and the importance of [(C) SR] for the sustainability of tourism at a local level and how partnerships among all stakeholders concerned and at all levels can facilitate the practice of [(C) SR] contributing towards poverty alleviation.

Timetable:

November-February: literature review on [(C) SR], one conference attendance

Software training, presentation of one seminar, attendance of UoB research methods modules, completion of first article

March-June: Conduct of fieldwork, attendance in one conference, delivery of second seminar, completion of second article

July-October: software training, delivery of third semester, completion of book proposal.

Summary

Describe the proposed research in simple terms in a way that could be publicised to a general audience [up to 4000 chars]

The proposal will extend the results of my doctoral thesis by focusing on the importance of (Corporate) Social Responsibility [(C) SR] as an instrument of poverty alleviation through tourism development. In this way the focus of attention remains in the locales of Elmina and Cape Coast, draws on the roles and responsibilities of other players and levels, while facilitating theory into policy and practice.

Despite the multiple theories and models concerning stakeholder management and social responsibility (Freeman, 1999) there is a common understanding among researchers, management scientists, and practitioners that [C) SR] as a concept is still at an embryonic stage (Castka, Bamber & Bamber, Sharp, 2004) and especially in tourism, one of the slowest industries to adopt it (Tearfund, 2002). Its accountability becomes even more difficult by its 'super-complexity' (Burns, forthcoming) entailing many issues including: sustainable development; environmental protection; sustainable economic growth; social equity (Mc Adam et al, 2003); community, ethics; and human rights (Moir, 2001). Consequently many organizations regard it as a peripheral issue, while others consider it to be sector specific. On the one hand, it is argued that [(C) SR] is mostly for environmental protection on the other it is assumed that it 'is the preserve of philanthropists, building libraries or contributing to socially deprived areas' (McAdam et al, 2003:37).

Even the host governments have not expressed concern to the point that major steps will be taken for the accountability (Burns, 2004) of tourism corporations, because tourism, especially in some developing countries, is the main generator of foreign exchange (Weeden, 2004). However, that over-dependence in tourism raises questions about the ethics of development (de Kadt, 1979, Burns, 2004) and for that matter the ethics of tourism development (Lea, 1993, Burns, 2004). Additionally, the end of the apartheid regime in South Africa has given social responsibility new dimensions and it started to be regarded synonymous with the accountability of governments towards their citizens.

The application of [(C) SR] practices can be used as an instrument to alleviate global poverty; one of the most evident and intimidating problems. So far governments, aid agencies, donor nations, the World Bank and others failed to successfully tackle poverty (Mallen Baker, 2004). The challenge is for governments and companies to realize that corporate philanthropy and charity is not enough to address this issue. Corporations allied with governments and development institutions have to offer choices to the poor by equipping them with skills, assisting them to create enterprises, involving them in decision making regarding developmental projects that target improvement of local livelihood, and build with them partnerships. Therefore the proposed research will focus not only on the responsibility of corporations contracted by donor agencies to operate tourism projects at the designated locales but also on the accountability of the Ghanaian government towards its subjects.

Tourism in Elmina and Cape Coast is developed around three World Heritage Sites, two castles and a fortress which are left by colonialism and functioned as slave dungeons for almost 400 years during the transatlantic slave trade. However, more than a decade after its introduction tourism has not still managed to meet its initial objectives of community uplift and development and to create alternative livelihoods for the local fishing communities.

The decisive factor behind this failure was lack of social responsibility and accountability to the local population on behalf of both governmental and supra governmental institutions. Therefore I would like to investigate further the forms and dimensions of social responsibility that exist currently in the communities, and how they can be implemented for the benefit of both local communities and the government.

Beneficiaries

Describe who will benefit from the research [up to 4000 chars].

A clearer understanding of the scope, nature and practice of (Corporate) Social Responsibility [(C) SR] -which includes the social responsibilities of governments and donor agencies rather than simply corporations within the tourism sector in the proposed locations will benefit the following in a number of ways: 1) local communities (including women, youth and marginalised people) who will gain greater access to business opportunities through increased understanding and inclusiveness; 2) local planners and officials through increased competence resulting from capacity building and heightened knowledge of applying/ encouraging (Corporate) Social Responsibility [(C) SR] to tourism projects; 3) private companies will benefit through establishment of better relationships with local stakeholders; 4) consumers demanding ethical products will gain as a result of initiatives organised for Fair Trade in Tourism and Responsible Tourism Practices; 5) the research community will gain from a tested methodological approach and from theorising of [(C) SR] and finally, 6) the donor community will gain by increased understanding of tourism as a super-complex social phenomenon with unique characteristics. In a sense, these donor agencies may also become an indirect beneficiary since the tourism projects they fund are commonly contracted to corporations for implementation. Therefore best practice on Corporate Social Responsibility will influence the way funds are allocated, used and the way the project is monitored after completion.

Staff Duties

Please provide details of any other commitments that you will be undertaking during the period of the fellowship.

N/A

Communications Plan and User Engagement

Describe plans to engage with potential non-academic users of the research, to communicate the results of the research to such users, and the potential value of the research to users outside the research community [up to 4000 chars]

The work will be communicated to the scientific community by the publication of my articles in relation to Corporate Social Responsibility [(C) SR] in Tourism which is still an area in its infancy. Additionally, I will be able to communicate my work to both tourism sector management, and development practitioners via the CENTOPS conference series (Issues in Tourism) which is currently in its sixth year, as well as my participation in other nationally and internationally held conferences. Potential users of this research such as NGOs engaged in tourism development or its resistance, or local planners will be able to access the non technical report via the CENTOPS web pages. Additionally, I will work with the international NGO Tourism Concern (which is one of few organisations that fully recognises the complexity of the tourism sector and the role of [(C) SR] within it to promote my findings and results through their extensive international network and newsletter. The value will be in clarifying the underlying development of tourism in small communities and especially the detrimental role of community exclusion (direct result from lack of social responsibility) to tourism sustainability.

In terms of user engagement, during the feldwork phase in Ghana, I will run one workshop (aimed at community leaders, local planners, and local entrepreneurs) on implementing [(C) SR] methods.

Ethical Information

Has consideration been given to any ethical matters raised by this proposal ?

Yes

Please explain what, if any, ethical issues you believe are relevant to the proposed research project, and which ethical approvals have been obtained, or will be sought if the project is funded? If you believe that an ethics review is not necessary, please explain your view (available: 4000 characters)

The research method is based on participatory methods that entail the use of direct observation of, and participant observation in the local communities, including interviewing participants about their lives and livelihoods. Participation in the interviews will be voluntary and participants will be fully informed about what is involved. It is not anticipated that the nature of the interview questions will give rise to ethical concerns. However, the proposal, including the proposed interview questions, will be reviewed by the University's Research Ethics Committee.

Summary of Resources Required for Project

Financial resources

Summary fund heading	Fund heading	Full economic Cost	ESRC contribution	% ESRC contribution
Directly Incurred	Staff	32110.00	25688.00	80
	Travel & Subsistence	2200.00	1760.00	80
	Equipment	0.00	0.00	80
	Other Costs	0.00	0.00	80
	Sub-total	**34310.00**	**27448.00**	
Directly Allocated	Investigators	0.00	0.00	80
	Estates Costs	6355.00	5084.00	80
	Other Directly Allocated	1747.00	1397.60	80
	Sub-total	**8102.00**	**6481.60**	
Indirect Costs	Indirect Costs	39952.00	31961.60	80
	Total	**82364.00**	**65891.20**	

Summary of staff effort requested

	Months
Investigator	12
Researcher	0
Technician	0
Other	0
Visiting Researcher	0
Student	0
Total	**12**

Summary fund heading	Fund heading	Full economic Cost	ESRC contribution	% ESRC contribution

Section 1.5

Staff
Directly Incurred Posts

Role	Name /Post Identifier	JNCHES	Basic Starting Salary/ Starting Spine Point	Grade/ Scale	Increment Date	Start Date	EFFORT ON PROJECT		London Allowance (£)	Super-annuation and NI (£)	Total of Other Allowances (over period of appointment) (£)	Total cost on grant (£)
							Period on Project (months)	% of Full Time				
Fellow	Ms Christina Koutra	N	26195	RF3	01/09/2007	01/11/2006	12	100	0	5652	0	32110
											Total	32110

Timetable

Description of the timetable of the research proposed [up to 4000 chars]

I propose to start the ESRC fellowship in November 2006 since my PhD will be submitted at the end of August 2006. Between November and March (2007) I will be extending my knowledge in the area of Corporate Social Responsibility [(C) SR], and conducting limited teaching, attending further research methods modules (especially quantitative aspects) and undertaking software training to upgrade electronic approaches to text analysis. Meanwhile participation in one to two selected conferences will allow me to disseminate the outcome of my doctoral thesis in regards to the 'role of building capacities for sustainable tourism development' and receive feedback so that the first article will be acceptable for publication. Upon completion I will deliver the first seminar based on this article

Given that the Fellowship literature review will be completed by March 2007, I will undertake further investigation (fieldwork) in Ghana in order to acquire additional empirical evidence on the importance of [(C) SR] for sustainable tourism development. Upon return, I will use the additional data to work around the writing of the second article in regards to [(C) SR], participate in another conference and the publication will be submitted by June 2007. At the same time I will deliver the second seminar based on the second article.

Finally, I will use the remaining time from July until October to produce a book proposal, and deliver the third seminar while extending my skills in quantitative research methods through software training.

Travel and Subsistence

Destination and purpose		Total £
Outside UK	Ghana: fieldwork to gather empirical evidence	2200
	Total £	2200

Other Directly Allocated Costs

Description	Total £
Other	1747
Total £	1747

Data Collection

If the research involves data collection or acquisition, please indicate how existing datasets have been reviewed and state why currently available datasets are inadequate for the proposed research.	The research will involve collection of primary data (one month duration) to support further her arguments on [(C) SR]. However the researcher will not need any additional funding to undertake her research. However, the research data will not produce a new dataset
Will the research proposed in this application produce new datasets?	No

OTHER INFORMATION

Academic Referees

1	**Name**	**Organisation**	**Division or Department**
Professor Andrew Holden		Buckinghamshire Chiltern Univ College	Fac of Leisure and Tourism

Academic Referees

2	**Name**	**Address**	**Town**
Dr Catherine Palmer		Centre for Tourism Policy Studies	Eastbourne

Classification

International in nature?

Yes

The project is international in the sense that it pertains to broad applications of a particular aspect of poverty alleviation in developing countries. The specific fieldwork for this project will take place in Ghana.

In addition, the University of Cape Coast (Elmina, Ghana) will host my stay.