

# **THE INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY'S SOCIAL DIMENSION ON EMPLOYABILITY: EFFECTS OF TRAINING PRACTICES IN PORTUGUESE TOURISM SECTOR**

Francisco António Vaz Guedes Delgado Ferraz  
*School of Technology and Management,  
Management for Sustainability Research Centre - CIGS, Polytechnic Institute of Leiria*  
*francisco.ferraz@ipleiria.pt*

Dolores Gallardo-Vázquez  
*University of Extremadura, Faculty of Economics and Business Administration*  
*dgallard@unex.es*

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## Abstract

European growth includes the priority of employment in general, intelligent, sustainable and inclusive. The study of strategies that will enable push this issue is important and will contribute to its strengthening and development. Corporate Social Responsibility plays a relevant role in different dimensions (social, economic and environmental). In this field, and an internal component, the valuation of human resources in organizations is highlighted as a tool between employees and the labor market. Another important aspect is to perceive the meaning that companies attach to these valuation practices of its resources. Thus, the analysis of the perception of senior management of organizations will allow to understand their views and to reflect on future behavior and ability to implement these strategies in human resource training company. This study seeks evidence on the effect of training on employability of workers from a survey of 213 tourism accommodation establishments, based on perceptions of their managers. The results obtained indicate a dual effect of training on employability of workers and their retention, and in the opposite effect, even more expressive, to promote mobility.

**Keywords:** Corporate Social Responsibility, Development, Employment, Training

## **1. INTRODUCTION**

The importance of Social Responsibility (SR) is imposed increasingly as a necessity in the national and international scene, allowing help to create favorable conditions for obtaining sustainable global development. This way, it will help to overcome the difficulties encountered in the sequence of a set of environmental, economic and social problems, influenced by a constant change and crisis context. In this sense, organizations must act, seeking to respond to a set of new requirements and realities through effective responses to these challenges. In their actions, there must increasingly have a close and responsible relationship with all its stakeholders, both an internal and external dimension.

The concept of sustainability is associated with a long-term development and according to the European future vision includes the priority of employment under a general growth, intelligent, sustainable and inclusive. In this context the study of strategies that relieve the importance of knowledge are important and will help to push this issue in order to allow for reinforcement and development, especially in activity sectors with high knowledge needs and importance to the national economy, as in the specific sector of tourism.

### **1.1. Objectives**

The study generally aims to contribute to highlight the importance of SR in achieving sustainable development. In a particular way, to check the influence of a set of internal Social Responsibility practices, such as training, the employability of the organization and also to perceive the behavior of managers, i.e. their perception of these effects. The understanding and reflection about their opinion can contribute to the analysis of their future behavior and ability to implement training strategies of human resources of the company.

## **2. METHOD**

The selection of the study population responded to a set of economic criteria, studying a number of organizations with strong movements and therefore impact on national economic activity. On the other hand, an approach to organizations in which training has an important weight was carried out. Finally, we selected the tourism sector.

The sample was obtained through a two phase process. In the first phase, questionnaire was sent to a group of 784 hosting companies, hotels ranked three to five stars, which was conducted by mail between May and June 2010. In a second phase, telephone contact was also used and electronic version to allow us a greater efficiency and number of questionnaires received raising the response rate. The collection of answers was carried out until the end of September 2010. 245 questionnaires have been obtained and 213 were considered valid questionnaires. They represent around 27.16% of the total population.

### **3. RESULTS**

The research highlights a general opinion of the managers of the companies questioned about the importance of knowledge in organizations through training and awareness of the contribution of training practices in a double effect, retention and mobility workers.

In the set of companies surveyed we have gained a greater awareness of the effect of training practices for the mobility of workers, with about 84% in its influence on the difficulty of its replacement in organizations, with about 62%.

### **4. DISCUSSION**

Training is generally designated as a process of continuous adaptation to employment and facilitates changes and innovations and increasing the potential of the company. In this context, it will influence the loyalty of the employee to work and therefore will increase the effective employability of workers. This effect is important for the economy and for the respective employees, fostering an economy with high levels of employment, contributing to the so-called inclusive growth. However, the attainment of knowledge may not mean his permanence in organizations. This fact may be related to a number of other effects on the organization in relation to professional mobility of workers, which can have a number of advantages for national economies, as the movement of labor and work market equilibrium and in a contrary way it can be seen as a way to fight against unemployment.

### **5. CONCLUSIONS**

As a general conclusion we highlight the strategic role of the internal SR in organizations, from training practices, based on their contribution to a set of effects to workers of companies. In this sense, the research allows us to verify a positive influence on the perception of the importance attached to the development of practical training in companies, since their effects on human resources in the development of business performance, under the contribution of their employees, even more expressive in their mobility by promoting economic competitiveness.

#### **5.1. Theoretical and Practical Contributions**

This paper constitutes a theoretical important contribution to the issue of training in the context of Social Responsibility due to the no existence of this practice in the literature. The analysis of the study in a group of Portuguese companies help to highlight the importance and practical contribution.

#### **5.2. Suggestions for Future Research**

Our intention will be to extend this study to another different groups of Portuguese firms and moreover to groups of Spanish companies. We think that the analysis in different sectors and different countries could give a global vision of the behaviour in this sense.

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## **7. AUTHOR CONTACT**

Francisco António Vaz Guedes Delgado Ferraz (PhD.), Assistant Professor, School of Technology and Management, Management for Sustainability Research Centre – CIGS, Polytechnic Institute of Leiria, Morro do Lena, Alto do Vieiro, Apartado 4163, P-2411-901 Leiria (Portugal), Francisco.ferraz@ipleiria.pt

Dolores Gallardo-Vázquez (PhD.), Associate Professor, Faculty of Economics and Business Administration, Accounting and Financial Economy Department, Av Elvas s/n, 06006 Badajoz (Spain), dgallard@unex.es