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Application of corporate social responsibility for using information technology in travel agencies in Egypt

Aplicación de la responsabilidad social corporativa mediante tecnologías de la información en las agencias de viajes de Egipto

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Abstract

The concept of Corporate Social Responsibility (CSR) has dramatically emerged: CSR is a company's understanding of the role it plays in society. In the last decades intense movement and transformations appeared in the communications and information technology sector. This led to the emergence of many modern applications and activities. The importance of the study is to shed light on the importance of using information technology in travel agencies in Egypt, the application of corporate social responsibility in travel agencies. The objective of the study is to focus on the importance of new trends in information and communication technology to improve social responsibility. The methodology of the research depends on the questionnaires developed and directed to a sample of executives and employees of travel agencies in Cairo. The main results are: CSR in Egypt faces some difficulties including awareness and the problem of information technology.

Keywords: Corporate social responsibility, travel agencies, information technology, Egypt, awareness.

Resumen

El concepto de Responsabilidad Social Corporativa (RSC) ha cobrado mucha relevancia en la actualidad. La RSC se refiere a la comprensión que una empresa tiene del papel que desempeña en la sociedad. En las últimas décadas se han producido intensos cambios y transformaciones en el sector de las tecnologías de la información y las Comunicaciones y esto ha dado lugar a numerosas aplicaciones y medios instrumentales modernos para implementar la RSC. El objetivo de este estudio es arrojar luz sobre la importancia del uso de las tecnologías de la

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información en las agencias de viajes de Egipto y la aplicación de la responsabilidad social corporativa en ellas, así como centrarse en la importancia de las nuevas tendencias en tecnologías de la información y la comunicación para mejorar la responsabilidad social. La metodología de la investigación se basa en cuestionarios desarrollados y dirigidos a una muestra de ejecutivos y empleados de agencias de viajes de la ciudad de El Cairo. Los principales resultados son: La RSC en Egipto se enfrenta a algunas dificultades como la concienciación empresarial y el problema del uso funcional de las tecnologías de la información.

Palabras clave: Responsabilidad social corporativa, agencias de viajes, tecnologías de la información, concienciación Empresarial, Egipto.

1. Introduction

In addition to being a human and social activity, tourism can also be viewed as an economic phenomenon. Tourism's dual character as a consumer item and as a spectacle or culture, as well as the complexity and contradictions of today's society (tensions between local and global), are the causes of its complexity. The tourist sector can have harmful effects on the environment and society, some of which may be irreversible, as it operates at the nexus of business and the environment. The tourism sector has included the idea of sustainable development into its planning and policy. The process of globalization was becoming more efficient.

The rivalry and online visibility emerged as a distinct competitive edge. In this region, the primary investments were created by airline companies and, subsequently, by tour operators. Electronic ticketing is emerging as one of the most prosperous online travel services. Accommodation began to combine their inventories for direct reservations, connections with the client and integration with supply networks (Jucan & Baier, 2012).

Based on the organization's goal, corporate social responsibility is an ongoing, long-term, and planned process of managing personal and organizational values. It is impacted by political interests and concerns people (the different players in connection to the social responsibility implementer), the environment, and organizational policies. Adopting CSR is frequently linked to financial and other benefits for its implementer, particularly for long-term focused financial rewards. Adoption of it also results in positive, fundamental changes in how organizations behave in terms of the environment. As the tourism sector has shown, effectively implemented CSR in business can provide a competitive edge. (Pásková & Zelenka, 2024).

Study question: 1- To what extent are the Employees in travel agencies well trained and high skilled for using information technology? 2- To what extent is the Information of the customers secured? 3- What are the obstacles facing applying social responsibility in information technology? The problem of the research: The lack of the awareness of corporate social responsibility; The misunderstanding of the importance of information privacy. The Importance of the research: To shed light on the importance of using information technology in travel agencies in Egypt; The application of corporate social responsibility in travel agencies, and to focus on the importance of social responsibility to enhance using information technology. The objective of the study: To focus on the importance of the new trends in information and communication technology to improve social responsibility and competitiveness.

2. Literature review

The first definition of Corporate Social Responsibility dates back to the fifties. "It refers to the obligations of businessmen to pursue those policies to follow those lines of action or, to make those decisions which are desirable in terms of the objectives and values of our society". Social responsibility can be defined as the commitment of business to contribute to sustainable development, working with employees, their families and the local communities.

CSR is known as "the activities making companies good citizens who contribute to society's welfare beyond their own self-interests". It is also regarded as a philosophy and policy that benefits the economy, society, and environment. It is predicated on the notion that businesses should be accountable for more than just turning a profit; they should also be conscious of social values and contribute to the enhancement of the social environment in addition to their economic duties.(Abdo, Elias & Soliman,2020)

The firm's considerations of, and response to, issues beyond the narrow economic, technical, and legal requirements of the firm to accomplish social [and environmental] benefits along with the traditional economic gains which the firm seeks." Possibly the most concise definition that includes the According to the aforementioned theories, CSR stands for bold, voluntary initiatives that advance society.

When developing a CSR plan, McElhaney (2009) recommends following these five steps:

1. Management's genuine, unwavering, and public commitment to corporate social responsibility (CSR);
2. Create a CSR strategy that supports the company's top three business goals;
3. Match the CSR strategy to the company's core competencies;
4. Incorporate CSR into strategy-development initiatives, governance, culture, and current management and performance systems; and
5. Create explicit performance metrics to gauge the effects of CSR strategies.(Durlacher, 2015)

CSR urges companies to regard their social responsibilities with the same seriousness as they do their economic goals, and this is true for international tourist hotels just as it is for others. Global tourist hotels have become proficient at managing themselves to consider the social responsibilities of their actions.

The significance of CSR in the travel industry the industry has grown, particularly in recent years, alongside the environmental concerns of degradation, climate change, and exhaustion of natural resources, human rights concerns, and equitable trade.

A solid track record of corporate social responsibility (CSR) fosters a favorable environment that enhances customers' assessments of the company's overall attitude. CSR initiatives are a crucial component of corporate identity that can encourage customers to identify (i.e., form a sense of connection) with the firm, according to recent studies on customer-company identification. Indeed, "a way that CSR initiatives create benefits for companies appears to be by increasing consumers' identification with the corporation [and] support for the company" It should come as no surprise that identified clients are more likely to be happy with what a company has to offer.

Building a loyal client base has become a key marketing target and a foundation for creating a lasting competitive advantage, since customer loyalty is regarded as a crucial goal for a firm's survival and growth. "The success of a brand over the long run is determined by the number of customers who purchase it repeatedly rather than by the number of customers who only purchase it once. It is often acknowledged that acquiring new customers may be somewhat expensive, and that a loyal customer's profitability increases throughout the course of their relationship.(Fahmi & Mohamed, 2014)

Increased consumer confidence is a result of consumers' awareness of the travel agency's CSR initiatives. They believe what the travel agency says, become more responsive and devoted to it, and establish a long-lasting relationship with it. In theory, it is simple to support a few CSR initiatives, but creating a sustainability strategy with a budget requires expertise, commitment, and a lot of work (Andreea et al.2019).

Furthermore, the enlightened stakeholder theory (Jensen, 2002) states that a company's many stakeholders, including suppliers, employees, and local communities, in addition to investors, can provide "insurance-like" protection. A company can establish "purpose" and "reputation" among its many stakeholders by actively and strategically participating in various CSR initiatives. Even though the effects on each stakeholder may be unknown or different, the support of a large group of stakeholders outside of investors will probably increase the extent of the "insurance-like" protection.(Yeon et. Al. 2021).

Businesses in emerging markets confront several significant issues with CSR operations, including

1. Workplace discrimination,
2. corruption,
3. violations of human rights, and unfair treatment of employees.
4. lack of data protection, and a disregard for intellectual property
5. Overcharging visitors,
6. tax evasion, financial fraud, and arbitrary supplier payments
7. high degrees of anonymity and low levels of transparency
8. inadequate corporate governance
9. The acceptance of leaders with questionable responsibility and integrity(Jucan & Baier, 2012)

The strategic expertise and connection between CSR and competitive advantage have grown in importance over the last 20 years. In addition to providing innovation and a competitive advantage, corporate social responsibility (CSR) in the travel industry has improved the sustainability of destination. Furthermore, CSR is seen as a priority and a means of response by tourism organizations, which frequently deal with environmental and social issues. Therefore, a company, including travel agencies, has a comparative advantage when it comes to the necessity of participating in CSR activities. (Baniya et al. 2019)

While business organizations are complicated entities that carry out societal tasks, they are also assemblages of individual players. Businesses function in accordance with a set of values since they are human-driven. Furthermore, information technology infrastructure is essential to all business operations, including corporate social responsibility (CSR); as our society grows more reliant on the Internet, particular steps must be taken to ensure data safety. Due to this intricate structure, data protection

is now even more crucial since it is mandated by society and governed by national laws. Additionally, there are many data protection authorities, experts, academics, privacy advocacy groups, and developers publishing about privacy-enhancing technology, demonstrating the size of the privacy community.

Many nations have passed legislation to protect people's privacy and stop information from being disclosed to unauthorized parties as a result of the increasing use of computers for saving personal data.

Identifiable initiatives in the field of data protection could include:

1. Annual reports: To enhance corporate security, provide reports and e-studies that summarize the key events pertaining to information security incidents and activities.
2. Adherence to laws and regulations: Establish compliance initiatives that adhere to information security laws, rules, standards, and other conventions.
3. Information security training: By consistently offering compliance education and training programs for security procedures and technology countermeasures, the goal is to increase and enhance knowledge of information security.
4. Help for reporting and consultation: Establish a corporate helpline to help employees report issues that they are unable to handle for a variety of reasons, as well as to consult with them (Toker, 2013).

Websites provide many advantages over more conventional CSR communication channels, like annual reports and CSR reports, such as affordability, ease of use, and the possibility of multimedia integration. Websites also make it easier for businesses to communicate real-time information about their CSR performance and efforts through frequent updates.

Despite websites' intrinsic benefits, prior study indicates that businesses have not fully utilized the communication tools this medium offers. Websites are frequently used in a manner similar to that of traditional media, like newspapers, where boring text information is displayed, ignoring the possibility of multimedia content and reader interaction.(Said Juma,2024).

There are numerous socio-economic sustainability issues with ICT, such as:

1. Lowering labor costs can boost business productivity and provide more affordable goods and services;
2. Easier access to information online can be used to raise social and environmental awareness,
3. Lessen reliance, promote personal growth, and support sustainable development;
4. E-business can contribute significantly to waste reduction; it may accelerate the introduction of new products;
5. It may be advantageous to replace physical activities with electronic ones and improve certain processes;
6. It may make environmental information more accessible and current;
7. It may lead to new patterns of purchasing and selling in business-to-business transactions;

8. It may result in a reduction in the demand for offices and retail spaces;
9. It may result in changes in transportation and energy consumption
10. Millions of workers can work from home thanks to the internet and digital collaboration tools, which also eliminate the need for commuting and provide more thorough audit trails. This leads to more economic process optimization and, ultimately, increased eco-efficiency. (Jucan & Baier, 2012).

The impact of ICT on CSR in tourism enterprises:

- *For prospective travelers*: ICT has transformed how they investigate travel choices, evaluate prices, and make reservation, their journey.
- *For travelers during their journey*: the accessibility of information and connection with their residence through the Internet,
- The utilization of smartphones and location
- Based services utilizing Global Positioning GPS satellites have enhanced the ease, enjoyment, and safety of traveling.
- *For tourism operators*, ICTs have changed how they promote their products and provide services. chances to alter their operational methods.
- *For tourism intermediaries* (such as travel agents and wholesalers), the emergence of ICTs has transformed across the Internet and the capability for users to contrast prices and make reservations, in addition to forming new chances for relationship marketing.
- *For tourism organizations* at local, state, and national levels, this has resulted in a shift in the skills required.necessary for personnel, their advertising and promotional strategies, their customer analysis approaches, Modification in the services provided to encompass ICT training and education for operators along with the advancement of collaborative data services.
- *For governments*, ICT has posed significant policy challenges concerning taxation, legal jurisdiction.

Parker et al. (2010) state that the following provide a framework for online CSR communication:

1. Content and features of the website: identification and image: outlining CSR policies, the objective and philosophy of the organization, and staff involvement in CSR initiatives.
2. Contract and promotion: CSR goods, services, honors, and certifications; relationship building: connections to outside CSR websites, CSR-related client testimonials, memberships, newsletters, etc.; transactional interaction: CSR-related payments and acquisitions.
3. Website navigation: CSR-focused pages; layout: homepage headings and pages pertaining to CSR, etc. (Jucan & Baier, 2012)

3. Methodology

The research relay on online questionnaire to collect data for this study, by using Google Forms conducted on travel agencies in Cairo. According to ETAA statistics (2023) for the duration from July 2023 to September 2023 the number of travel agencies functioning in the Arab Republic of Egypt, withch are estimated to be 2220 travel agencies (Abd El Maksoud, 2024).

The number of valid questionnaires was 220 and the researcher used SPSS to analyze the results of the data by using the standard deviation and the mean.

4. Findings and Discussion

Table 1. Descriptive Socio-demographic of Respondents

Descriptive Features		Frequency	Percentage
Career level			
	Manager	55	25%
	Supervisor	30	13.6%
	Employee	135	61.4%
Experience			
	Less than 10 years	160	72.7%
	10: 20 years	45	20.5%
	More than 20 years	15	6.8%

Source: Author

The questionnaire's first section asked questions about the respondents' sociodemographic traits, such as their experience, and career level. According to Table 1, The majority of the respondents were employee (61), followed by managers (25%), and supervisors (13%). The majority of respondents (72%) had less than ten years of experience working for travel agencies, while 20% of them have between 10 to 20 years' experience and only 6% have more than 20 years' experience.

Table 2. Employees training and skills

First: Employees training and skills								
Variables	N %	5 point Likert scale					statistics	
		5	4	3	2	1	\bar{X}	SD
1- The company offers training and courses for the employees on Information technology applications	N %	100 45.4	80 36.4	30 13.7	10 4.5	0	4.23	0.85
2- The company uses Information Technology widely	N %	40 18.2	120 54.5	40 18.2	20 9.1	0	3.82	0.83
3- The company rewards the best skilled employees	N %	120 54.5	50 22.7	36 16.4	14 6.4	0	4.25	0.95
4- The company is willing to spread the use of IT applications	N %	70 31.8	130 59	14 6.4	6 2.8	0	4.20	0.67

The results as shown in table (2) indicated that Variable 1: The company offers training and courses for the employees on Information technology applications the average Mean = 4.23, which indicates that, on average, employees strongly agree that the company offers training and courses on IT applications. The mean is close to 5 (Strongly agree), suggesting a very positive perception.

The Standard Deviation = 0.85, the relatively low standard deviation indicates that most employees' responses are clustered around the mean, meaning there is little

variation in their opinions. Most employees agree that the company provides IT training. Employees strongly agree that the company offers IT training, with little variation in their responses. This is strength for the company, as it shows a commitment to employee development.

While in Variable 2: The company uses Information Technology widely the average Mean = 3.82, this suggests that, on average, employees agree that the company uses IT widely. The mean is closer to 4 (Agree) than to 5 (Strongly agree), indicating a positive but slightly less enthusiastic response compared to Variable 1.

The Standard Deviation = 0.83, the low standard deviation indicates that employees' responses are consistent and clustered around the mean. There is general agreement that the company uses IT widely. Employees agree that the company uses IT widely, but the response is slightly less enthusiastic than for Variable 1. This suggests room for improvement in demonstrating the breadth and depth of IT usage.

According to Variable 3: The company rewards the best skilled employees the average Mean = 4.25, this indicates that, on average, employees strongly agree that the company rewards the best-skilled employees. The mean is close to 5 (Strongly agree), suggesting a very positive perception of the company's reward system.

The Standard Deviation = 0.95, the slightly higher standard deviation compared to Variables 1 and 2 indicates that there is more variation in employees' responses. While most employees agree, some may have neutral or slightly negative opinions about the reward system.

Employees strongly agree that the company rewards the best-skilled employees, but there is slightly more variation in responses. This indicates that while the reward system is generally well-received, some employees may feel left out or undervalued.

While Variable 4: The company is willing to spread the use of IT applications the average Mean = 4.20, this suggests that, on average, employees **strongly agree** that the company is willing to spread the use of IT applications. The mean is close to 5 (Strongly agree), indicating a very positive perception.

The Standard Deviation = 0.67, the low standard deviation indicates that employees' responses are highly consistent and clustered around the mean. There is strong agreement that the company is willing to spread IT applications. Employees strongly agree that the company is willing to spread IT applications, with highly consistent responses. This is strength, as it shows a clear commitment to IT adoption and innovation.

Table 3. Information Privacy and security

Second: Information Privacy and security								
Variables	N %	5 point Likert scale					statistics	
		5	4	3	2	1	\bar{X}	SD
5- The customers information's are secured	N	126	78	12	4	0	4.48	0.68
	%	57.3	35.4	5.5	1.8			

6- There is a privacy for each customer details	N %	122 55.5	76 34.5	18 8.2	4 1.8	0	4.44	0.72
7- The customers can use online payment safely	N %	120 54.5	80 36.4	14 6.4	6 2.7	0	4.43	0.73
8- The company offers different ways for online payment	N %	110 50	90 40.9	16 7.3	4 1.8	0	4.39	0.70
9- The company Guarantee the online payment and after sale service	N %	100 45.5	90 41	20 9	10 4.5	0	4.27	0.81
10- The company applies security and safety measures to avoid legal action	N %	120 54.5	80 36.4	14 6.4	6 2.7	0	4.43	0.73

Source: Author

The results as shown in table (3) indicated that Variable 5: The customers' information is secured the Mean = 4.48, this indicates that, on average, respondents strongly agree that customer information is secured. The mean is very close to 5 (Strongly agree), showing a high level of confidence in the company's data security measures.

The Standard Deviation = 0.68, the relatively low standard deviation indicates that most responses are clustered around the mean, meaning there is little variation in opinions. Most respondents strongly agree that customer information is secure. Respondents strongly agree that customer information is secured, with little variation in responses. This is strength for the company, as it demonstrates trust in data security measures.

While according to the results shown in Variable 6: There is privacy for each customer's details the Mean = 4.44, which suggests that, on average, respondents strongly agree that there is privacy for customer details. The mean is close to 5 (Strongly agree), indicating a high level of trust in the company's privacy measures.

The Standard Deviation = 0.72, the low standard deviation indicates that responses are consistent and clustered around the mean. Most respondents agree that customer privacy is maintained. Respondents strongly agree that customer privacy is maintained, with consistent responses. This is strength, showing confidence in the company's privacy practices.

According to Variable 7: The customers can use online payment safely the results of the Mean = 4.43, this indicates that, on average, respondents strongly agree that online payments are safe. The mean is close to 5 (Strongly agree), showing a high level of confidence in the security of online payment systems.

The Standard Deviation = 0.73, the low standard deviation suggests that responses are consistent, with most respondents agreeing that online payments are safe. Respondents strongly agree that online payments are safe, with consistent responses. This indicates a high level of trust in the company's payment systems.

The results for Variable 8: The company offers different ways for online payment shows that the Mean = 4.39, this suggests that, on average, respondents agree that the company offers different ways for online payment. The mean is slightly lower than the previous variables but still close to 5 (Strongly agree), indicating a positive perception of the company's payment options.

The Standard Deviation = 0.70, the low standard deviation indicates that responses are consistent, with most respondents agreeing that the company provides multiple payment options. Respondents agree that the company offers different ways for online payment, with consistent responses. This is a positive aspect, but the slightly lower mean suggests room for improvement in promoting payment options.

While the results of Variable 9: The company guarantees online payment and after-sale service refers to that the Mean = 4.27, this indicates that, on average, respondents agree that the company guarantees online payment and after-sale service. The mean is slightly lower than the other variables, suggesting a slightly less enthusiastic response.

The Standard Deviation = 0.81, the slightly higher standard deviation indicates that there is more variation in responses. While most respondents agree, some may have neutral or slightly negative opinions about the guarantees provided. Respondents agree that the company guarantees online payment and after-sale service, but there is more variation in responses. This suggests that while most respondents are satisfied, some may feel less confident about the guarantees provided.

The results of Variable 10: The company applies security and safety measures to avoid legal action suggests that the Mean = 4.43, This suggests that, on average, respondents strongly agree that the company applies security and safety measures to avoid legal action. The mean is close to 5 (Strongly agree), indicating a high level of confidence in the company's compliance and security measures.

The Standard Deviation = 0.73, the low standard deviation indicates that responses are consistent, with most respondents agreeing that the company takes appropriate security measures. Respondents strongly agree that the company applies security measures to avoid legal action, with consistent responses. This is strength, as it shows confidence in the company's compliance and security practices.

Table 4. Obstacles facing applying social responsibility in information technology

Third: Obstacles facing applying social responsibility in information technology								
Variables	N %	5 point Likert scale					statistics	
		5	4	3	2	1	\bar{X}	SD
11- The infra structure for applying information technology is ready	N %	160 72.8	40 18.2	10 4.5	10 4.5	0	4.59	0.78
12- There is lack in understanding the social	N %	150 68.2	60 27.3	6 2.7	4 1.8	0	4.62	0.63

responsibility in tourism in the IT field								
13- The company need to provide more awareness about social responsibility in IT	N %	160 72.8	40 18.2	10 4.5	10 4.5	0	4.59	0.78
14- The company needs more financial support for adopting CSR	N %	160 72.8	40 18.2	10 4.5	10 4.5	0	4.59	0.78

Source: Author.

The results shown in table (4) indicates that Variable 11: The infrastructure for applying information technology is ready the Mean = 4.59, This indicates that, on average, respondents strongly agree that the infrastructure for applying IT is ready. The mean is very close to 5 (Strongly agree), showing a high level of confidence in the readiness of IT infrastructure.

The Standard Deviation = 0.78, the relatively low standard deviation indicates that most responses are clustered around the mean, meaning there is little variation in opinions. Most respondents strongly agree that the infrastructure is ready. Respondents strongly agree that the infrastructure for applying IT is ready, with little variation in responses. This is strength for the company, as it shows confidence in the existing IT infrastructure.

According to the results shown above for Variable 12: There is a lack in understanding the social responsibility in tourism in the IT field the Mean = 4.62, this suggests that, on average, respondents strongly agree that there is a lack of understanding of social responsibility in tourism within the IT field. The mean is very close to 5 (Strongly agree), indicating a strong perception of this issue.

The Standard Deviation = 0.63, the low standard deviation indicates that responses are consistent and clustered around the mean. Most respondents agree that there is a lack of understanding. Respondents strongly agree that there is a lack of understanding of social responsibility in tourism within the IT field, with consistent responses. This is a critical issue that needs to be addressed through education and awareness programs.

The results for Variable 13: The company needs to provide more awareness about social responsibility in IT shows that the Mean = 4.59, this indicates that, on average, respondents strongly agree that the company needs to provide more awareness about social responsibility in IT. The mean is very close to 5 (Strongly agree), showing a high level of agreement on this need.

The Standard Deviation = 0.78, the relatively low standard deviation indicates that most responses are clustered around the mean, meaning there is little variation in opinions. Most respondents strongly agree that more awareness is needed. Respondents strongly agree that the company needs to provide more awareness about social responsibility in IT, with little variation in responses. This indicates a clear need for the company to focus on raising awareness about social responsibility.

The results for Variable 14: The company needs more financial support for adopting CSR shows that the Mean = 4.59, this suggests that, on average, respondents strongly agree that the company needs more financial support for adopting CSR. The mean is very close to 5 (Strongly agree), indicating a strong perception of this need.

The Standard Deviation = 0.78, the relatively low standard deviation indicates that most responses are clustered around the mean, meaning there is little variation in opinions. Most respondents strongly agree that more financial support is needed. Respondents strongly agree that the company needs more financial support for adopting CSR, with little variation in responses. This suggests that financial constraints are perceived as a significant barrier to adopting CSR practices.

5. Conclusions and recommendations.

- 1- The travel agencies offers training and courses for the employees on Information technology applications
- 2- The travel agencies reward the best skilled employees
- 3- The customers information's are secured and the travel agencies offers variety for online purchase.
- 4- The travel agencies Grantee the online payment and after sale service
- 5- There is still need to improve the infrastructure for using IT applications.
- 6- There is lack in understanding the Corporate social responsibility in tourism in the IT field
- 7- The travel agencies need to provide more awareness about social responsibility in IT
- 8- The travel agencies needs more financial support for adopting CSR.
- 9.- The travel agencies need to provide more training courses in the field of Corporate Social Responsibility.
- 10- The travel agencies need more financial support to adopt CSR.
- 11- The government should provide the sufficient infrastructure for Information Technology application.
- 12- The travel agencies should continue to emphasize its commitment to IT training and spreading IT applications, as these are areas where employees are highly satisfied.
- 13- The company could work on demonstrating the wider use of IT across all departments to increase employee confidence.
- 14- The company should continue to emphasize its strong data security, privacy measures, and safe online payment systems, as these are areas where respondents are highly satisfied.
- 15- The company should launch awareness campaigns to highlight the importance of social responsibility in IT and how it can be integrated into business practices.

16- The company should explore additional funding opportunities, such as grants or partnerships, to support CSR initiatives.

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