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## **AN EMPIRICAL REVIEW OF THE INTEGRATED TOURISM AND LEISURE ENTERPRISE ON CORPORATE SOCIAL RESPONSIBILITY ENGAGEMENTS - THE MACAO CONTEXT**

### **Abstract:**

As the global business platform has accelerated innovative competitive advantage to a new frontier, more countries and organizations engage corporate social responsibility (CSR) practices, both public organizations and private enterprises penetrate deeper philosophy with enhanced understanding to reinforce the CSR for one's long-term sustainable development in the global market environment.

Corporate social responsibility has been nurtured for more than a few decades. It has been taken long tail period to develop from intangible ideology to the current status with popular general acceptance by broad stakeholders. As the well-off developed nations and countries have cascaded to the developing regions to proceed the latent CSR, it is denoted that the execution of such good intent is inherent to particular local conditions to interpret its unique corporate social responsibility dimensions and perspectives.

In this empirical study, the research aims to inquire and assess the dimensions and experience of the integrated tourism and leisure enterprise (ITLE) in Macao on CSR and their effects. The research methodology adopted a combined approach. The qualitative content analysis draws on data from real-time seminar presentation reporting of the six gaming and leisure enterprises and an interview.

One of the findings is that the government deemed having a key role to impact CSR engagements in an evolving contextual environment. Another finding is that the developing region may display an outside-in management perspective with shifting pattern CSR initiatives to share discretionary corporate management reporting. The research result provides researchers evaluative angles to gain pertinent understanding and aggregate insights to alert CSR directions for Macao. It also provides a snapshot of the future strategic CSR management development angles to advocate Macao towards a world-class leisure and resort tourism hub. The research results add understanding of the practical knowledge to the contextual CSR engagement and implication. Future research is proposed for the mixed method in order to comprehend and track sustainable CSR development under the hybrid competitive environment. The research concludes with business marketing and management implications.

### **Keywords:**

corporate social responsibility (CSR), Integrated Tourism and Leisure Enterprise (ITLE)

**JEL Classification:** M16