



**RESEARCH ON THE IMPACT OF SOCIAL RESPONSIBILITY ON ECONOMIC
PERFORMANCE OF LISTED TOURISM COMPANIES IN CHINA**

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Abstract

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Tourism is an important power in promoting social and economic development. Although China didn't have "modern tourism" until the 1980s, its rapid development was enough to earn the world's respect. Many industries are inextricably linked with tourism, so that the tourism industry acts as an "economic barometer" to a certain extent.

Tourism not only plays a strong role in stimulating the economy, but also has a significant social effect. Compared with other industries, tourism consumes less resource, produces more jobs with better influence. In the context of China's current economic downturn, how to boost the vitality of the tourism market, stimulate citizen consumption and promote the development of other industries is of great significance to promote economic recovery. In the tourism industry, listed tourism companies are regarded as mainstays, and the relationship between listed companies and ordinary companies is like the leading sheep and flock, any of their movements may be imitated by the follow.

In recent years, various enterprises have begun to shift from emphasizing economic performance to emphasizing "economic performance and social responsibility" (Luo Jinning, 2006). This development trend sweeps whole world as

well, a large number of international companies begin to attach importance to corporate social responsibility (CSR) in developing production rules and regulations. Researches on CSR have become a new trend pursued by scholars. Relatively speaking, overseas researchers have made great achievements in this topic, taking into account both theoretical analysis and empirical research, while China's studies in this area are more inclined to theoretical analysis but lack of empirical researches.

This paper focuses on listed tourism companies and analyzes their responsibilities to stakeholders, including investors, consumers etc. to analyze the impact of CSR on economic performance. In this paper, the classical theory of CSR is adopted in the analysis. In addition, this paper also conducts quantitatively analysis with sample data of listed tourism companies from 2008 to 2012 with SPSS20. Then, the relevance of CSR and economic performance is demonstrated through empirical analysis. The conclusion is: On the whole, for enterprises, the fulfillment of CSR will enhance their economic performance.

At the end of the paper, some recommendations are put forward.

This research is helpful for listed tourism companies to have a better understanding on the relationship between CSR and economic performance, so as to promote them to fulfill their social responsibilities. Meanwhile, the study is of great significance to promote the tourism industry's CSR awareness.

Keywords: tourism industry, listed tourism company, CSR, stakeholders, economic performance.

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CHAPTER 1

INTRODUCTION

1.1 Background and significance

Foreign researchers began theoretical analysis on CSR 150 years ago. The classical economic theory explained the concept of "CSR" as early as the 18th century, namely, the CSR of an enterprise lies in the efficient allocation of resources to provide the products and services required by the society with acceptable price. Since 1980, more and more researchers have carried out research on this subject and provided a large number of research cases. Most of the results show that the seriously practice of CSR plays a promotion role in wealth accumulation. (Yao Haixin, 2007).

In 2000, the United Nations called on global enterprises to comply with several principles, including human rights, aiming at helping enterprises to realize and dare to fulfill CSR. In 2004, ISO began to prepare corresponding international standards for CSR (ISO26000). At present, the ISO/WGSR co-led by Brazil (ABNT) and Sweden (SIS) have 91 members including different countries or regions, besides, 42 organizations participate in the ISO/WGSR activities as liaisons. Currently, the trend that enterprises actively practice CSR gradually appears.

Compared with foreign countries, corporatized organizations in China have begun to focus on how to display and fulfill CSR, although there are relatively few studies in this field domestically. In 2006, the CSR-related guidelines issued by the Shenzhen Stock Exchange set a precedent for listed companies to disclose their due diligence status (Zou Xiong, 2008). On the whole, the corporatized organizations in China have begun to pay attention to their own CSR.

China has a long history and a vast territory with much richer tourism resources than other countries. However, the flourishing development of tourism also reflects more defects and shortcomings. For example, it's often difficult for investors

to timely access to real and complete corporation operation information, frequent staff changes often lead to fluctuated product and service quality. On these issues, China's tourism enterprises are still lack of a strong sense of CSR, and during decision-making process, the appeals of stakeholders are ignored to a certain extent.

Listed Tourism Company's economic situation and its influence on the whole industry have raised the whole society's attention. However, relatively speaking, the studies on the relationship between CSR and economic performance of tourism enterprises needs to be further strengthened. This paper selects listed tourism companies as research objects, and comprehensively makes use of theoretical and empirical studies to demonstrate the relationship between CSR and economic performance, and eventually clarify the influence of actively fulfill CSR on enterprises. This study is of great significance to promote degree of concern of the tourism listed companies and even the whole tourism industry on CSR and the realization of enterprises' maximum social value.

1.2 Research significance

1) Theoretical significance

Although foreign researchers recognize the positive correlation between fulfillment of CSR and economic performance through empirical research (Zhao et al. 2007), there still exist unsolved problems. For example, what kind of impact mechanism does each of the two sides share actually? Is it that the enterprises with good performance further improve their economic performance by fulfilling CSR or that some enterprises which are on the verge of bankruptcy come back to life by fulfilling CSR? How much is the effect of fulfilling CSR on the economic performance of enterprises? Is it decisive, or just play the role of icing on the cake? These questions do not yet have definite answers.

At present, most researchers in China choose business ethics as the breakthrough point to analyze the nature of CSR when carrying out studies, thus the

empirical research is relatively lacking. This paper chooses the intersection of many theories as the breakthrough point, and takes tourism industry as the researching field to analyze the relationship between economic performance and CSR.

2) Practical significance

Faced with increasingly exogenous external competitive environment, a very important way to improve enterprise's competitiveness is to continuously shape their social images with the help from investors, managers, employees, governments, banks and other areas. There exists a close relationship between enterprise's social image and CSR. Listed company's concern for CSR will lead the general tourism enterprises to fulfill their CSR to accumulate the intangible capital for enterprises, and eventually realize the sustainable development of the whole industry.

1.3 Research category

1) Normative research

Normative research can be understood as theoretical research, specifically applied to the theme of "what should it be". In the normative research part, this paper mainly studies the relationship between CSR and the improvement of economic performance, the theories mainly includes basic theories like sustainable development.

2) Empirical research

Empirical research addresses the problem of "what it is". According to the conclusions drawn from the above theoretical research, this paper proposes corresponding Hypothesis, and completed correlation and regression analysis through the statistical analysis software SPSS20. The correlation analysis and regression analysis are completed to analyze the actual situation of tourism listed companies based on specific data and examine the research Hypothesis presented above.

1.4 Structure and main content of this paper

This paper is divided into seven parts; each part contains the following content:

Chapter 1 is introduction. This chapter mainly introduces the history of CSR and the practical significance of this research. This chapter also expatiates the research methods and the structure of this paper.

Chapter 2 is literature review and theoretical basis. This chapter reviews the history of listed tourism companies as well as the history of CSR and wealth accumulation. At the same time, this chapter discusses the basic theory of CSR theory. This chapter also proposes research Hypothesis according to related theories and achievements.

Chapter 3 mainly introduces research method and indicator design and equation design.

Chapter 4 examines the relationship between CSR and economic performance in sample companies through correlation analysis and regression analysis approaches

Chapter 5 offers specific conclusion of the above analyze and recommendations to promote listed tourism companies to fulfill their CSR based on the above theoretical research and empirical analysis.

CHAPTER 2

LITERATURE REVIEW AND THEORETICAL BASIS

2.1 Existing researches about listed tourism companies

2.1.1 Foreign Studies

Tourism was originated in Europe and the United States. Thanks to their perfect and mature stock market, tourism enterprises in Europe and the United States entered the capital market very early. Therefore, there exists relatively more research results about listed tourism companies, most of which are hotel class related.

Hanson (1996) studied the stock prices of a number of hotel companies in the United States, pointing out that the improvement in performance of such firms owe to the changes in portfolio strategies. Elgonemy (2000) tested whether the stock prices of listed hotels are able to truly reflect the companies' performance and put forward a price estimate model for purchasing these stocks. At the same time, he analyzed the attitudes of the investors to the hotel industry and gave corresponding opinions on how to improve the stock price of listed companies in this industry. Hong Kong scholar Leung and Lee (2006) classified tourism stocks into four categories: food, accommodation, entertainment, and aviation, and found that the stock price movements of the four sectors are more elusive than the whole stock market. Moreover, due to the large differences in qualities of actual operators, the stock price changes of the four sectors also showed different features. Scholars, led by Deller (1997), took the United States as an example to analyze the relationship between the development of amusement parks and local governments' monetary policies. Bodlender (1982) took into account both macro and micro researches and analyzed the state of tourism's absorption of free capital from both government and individual perspectives.

2.1.2 Domestic studies

Zhang Ling Yun (1997) conducted the first study of listed tourism companies in China. With the vigorous development of the tourism industry, the researches on listed tourism companies have received more and more scholars' continuous attention, which also promoted more research results.

These studies are mainly related to the following three aspects.

1. Research on the performance and competitiveness of listed tourism companies in different development stages.

These researches focus on financial analysis and the majority of domestic studies belong to this category. Feng Qing (2005) and She Li Rong (2008) analyzed the profitability of listed tourism companies. Li He (2006) focused on the actual cash flow of listed tourism companies. Zhao Jin Ai and Xu Tao (2003) analyzed the profit source of listed tourism companies and suggested that although some listed companies earned high profits, most of the profit is not a high-quality profit. Zou Tong Rui and Liu Jun (2008) studied the capital structure of listed tourism companies and demonstrated the correlation between capital structure and operating performance. Tang Xia (2006) and Jiang Chun Yan (2009) conducted demonstration analysis on the relationship between the development of regional economy & ownership structure and the economic performance of listed tourism companies. Wu Lin Ping (2008) studied the authenticity of investment value of listed tourism companies. Xu Chen Sheng (2007), Wu Hai Min (2007), Guo Lan (2008) et al. applied the factor analysis method to the analysis of the efficiency of listed tourism companies. The DEA method is used for the analysis of these units because of the multiple data elements contained in the factors that influence the efficiency of listed tourism companies. Xu Chun Xiao and Ye Li (2008) studied the competitiveness of listed tourism companies in recent years, and pointed out that the competitiveness of various tourism companies are always changing. Overall, all the above literatures are concerned with the profitability and profitability of listed tourism companies, and different research perspectives lead to different results.

2. Research on tourism companies' listing strategies, market environment and other basic conditions.

This kind of researches increased during the few years before and after China's accession to the WTO, showing that people were worried about the changes in trade environment. For example, Dai Guo Qing (1998) demonstrated the opportunities and threats that tourism companies may encounter in the listing processes. As the exacerbations of China's importance in international trade, some of these opportunities and challenges have become reality, others are unfounded.

3. Research on the strategic planning of listed tourism companies, such as diversification or refocusing.

Li Tao (2008), Qi Huang Xiong and Lu Jian Guang (2009) comprehensively applied theoretical and empirical methods to analyze the strategic choices of listed companies to diversify their operations. Yin Juan and Wang Hai Li (2006) focused on the threat of diversification and the necessity of refocusing.

2.2 Review of the relevance between CSR and economic performance

Researches about CSR have been emerged for a long time in the West with abundant results. For the relevance of CSR and economic performance, the researchers constructed a series of metrological models based on research perspectives, and derived specific conclusions through a variety of analytical method.

1. Research on CSR evaluation system

For the researches on corporates practice CSR, it is divided into three periods:

The first period is the 1970s. The research in this period was in its "toddler" stage, mainly limited to selecting some certain aspects of the corporates' social impacts to evaluate. For example, Folger (1975) applied pollution index to the evaluation of CSR, that is, whether the business activities caused damage to the environment. But whether the corporate pollute the environment and the severity of the pollution only reflect one aspect of its CSR. Moreover, it is only applicable to

heavy industry or chemical industry that may cause environmental pollution. Carroll (1979) established Carlo's model from the aspects of environmental treatment and discrimination. However, this model also has its imperfections. For example, tax evasion as well as employee's work environment and intensity can well reflect the enterprise's CSR, but the Carlo's model abandoned these indexes.

The second period is from the 1980s to the late 1990s. Western researchers have proposed diversified evaluation models of CSR, and tried to comment on the fulfillment of CSR in a multi-faceted way. Sonnenfeld suggested that the core of CSR evaluation is the introduction of external stakeholders to assess the business performance to promote the further improvement of business management, rather than internal self-evaluation, therefore, more attention should be paid to stakeholders' (such as consumers) social influence or the so-called "social sensitivities". Clarkson held the view that the most fundamental purpose of corporates is profit, which is essentially different from the government or charity. Therefore, social problems such as drug abuse and juvenile delinquency are not among the social responsibilities that enterprises should practice. Clarkson also established the RDAP model for evaluating corporate social performance, namely, resist, defense, adapt, and predict.

The third period is from the late 1990s to the present. Researchers in this period tend to study the way to comprehensively evaluate CSR, corporate reputation evaluation index and KLD index are the results of this period. In terms of corporate reputation evaluation, the researchers are more inclined to use the reputation of wealth reports. The reputation report combines various factors, including the enterprise's financial status, views of internal executives, and the assessment of external professional managers etc. But this evaluation method is sometimes subjective: the financial analysis of the enterprise itself is easy to counterfeit; a false report may also be made by bribing managers. But the KLD index is updated and maintained by third-party institutions independently to ensure the objective and impartial of the data. Wood and Jone (1985) argued that the KLD index method is the "best design and

easiest way to study."

2. Research on the relationship between CSR and economic performance

For the influence of SCR on corporate economic performance, the corresponding theoretical results include three categories:

1. Enterprise' actively fulfilling their CSR will promote economic performance. In other words, there exists a positive correlation between implementing their CSR and the growth of business efficiency. Freeman (1997) gave relevant empirical studies on the companies that do not seriously fulfill their social responsibilities or violate the law. The studies argue that both of the society and the stock market have taken a negative attitude towards these enterprises, proposing a negative demonstration to the positive correlation between fulfilling CSR and economic performance. Preston and Bannon (1997) adopt data from a number of large US firms after 1982 to demonstrate the positive correlation between CSR performance and economic performance, and the results showed that the more seriously and actively fulfill a firm practice its CSR, the better operating efficiency performance it would obtain.

2. The trade-off Hypothesis. This theory holds that the fulfillment of CSR will become the burden of enterprise efficiency growth to a certain extent, hindering the further development of enterprise. Ingram and Frazier's (1980) study drew such a conclusion. They believed that is difficult for enterprises to obtain returns through fulfilling CSR, in fact, practicing CSR would increase the operating costs of enterprises, leading to an unfavorable financial position in the competitive market.

3. The relationship between CSR and economic performance does not have applicability and needs to be analyzed according to their own industry environment and country. The well-known contemporary economist Konz and Weilike (1995) argue that it is very difficult to quantify the influence of CSR on economic performance, even qualitatively. This is mainly reflected in two aspects: on the one hand, what kind of CSR should the enterprise actively practice? Should an enterprise

focus on controlling the pollution caused by production, or caring for the family members of the employees dead due to work-related injuries? The answer is difficult to determine; on the other hand, the input of enterprises in the fulfillment of CSR is not easy to clearly calculate. For example, as for controlling pollution, should enterprises research and develop pollution control technology? How to deal with the R&D expenditure? Therefore, it is not appropriate to describe the general relationship between CSR and economic performance simply using the words "positive correlation", "negative correlation" or "irrelevant".

2.3 CSR of listed tourism companies

1. What is a listed tourism company?

It is generally believed that "carting, accommodation, transportation, shopping, and entertainment" constitutes a major part of the tourism industry chain. This paper selected listed tourism companies as the research object.

At present, the relevant state authorities have not promulgated an accurate definition for listed tourism companies, or how much companies can be called "listed tourism companies" in China. The following reason may account for this: First, the tourism industry covers a wide range, involving carting, accommodation, transportation, shopping, and entertainment, the boundaries of the industry itself is unclear. Second, the company's own development strategy changes. There may be some enterprises that are tourism-based at the beginning of the listing. However, with the companies' development, their industrial structure may change, but tourism still has a share. It's questionable whether such enterprise can be counted as "Tourism Company". Some companies do not include the tourism business originally, but with the expansion of business scale, they also want to take a share from the tourism industry, can such companies be divided into the tourism industry? Third, although some companies do take tourism as their main business, some of their projects have some tourism's characteristics enough to attract tourists, like CTV's Water Margin City and The Oriental Pearl in Shang Hai.

This paper mainly uses the classification criteria and methods in “The Guidelines”:

(1) The classification standard is set to the income of the listed company, and the consolidated financial statements have been audited by the accounting firm.

(2) The criteria for classifying a business into certain category is that the business revenue accounts for more than 50% of the company's total revenue;

(3) Assuming that none the profit share of a business exceeds 50% of the total revenue of a company, if the profit share of a business is 30% more than the second one, the company could be classified as the business' category, otherwise, it is classified as a comprehensive category.

According to this standard, based on the statistics provided by specialized companies and the China Securities Regulatory Commission, by the end of 2015, there are already 30 tourism enterprises listed on the Shanghai and Shenzhen Stock Exchange, accounting for 1% of the total number of listed companies in China.

2. CSR of tourism listed companies

According to the theory of CSR, enterprises need to assume the following aspects of CSR including economic, legal, ethical and charitable. Although it is able to obtain certain understanding to the type and content of CSR, the responsibility object is still unclear.

The stakeholder theory plays a complementary role to the theory of CSR. The theory clarifies stakeholders including investors, creditors, employees, consumers etc. and classified them primarily and secondarily (Jia Sheng Hua et al. 2003). It also defines the stakeholder groups of enterprises, which is the clarification of CSR in fact.

In 2006, the Shenzhen Stock Exchange issued guidelines to encourage listed companies to actively fulfill their social responsibilities. The CSR guideline recognizes that CSR is not only the responsibility to investors, creditors, employees and consumers, but also the responsibility to promoting the comprehensive development of the country, society and the protection of environmental resources. In addition to pursuing economic interests and protecting the interests of investors, listed

companies should also actively protect the legitimate rights and interests of other stakeholders and contact with suppliers and consumers in good faith. Apart from providing quality goods to the community, they should be engaged in other public welfare undertakings, and thereby promoting the common progress of enterprises themselves and the whole society. Moreover, listed companies also need to regularly evaluate the progress of their social responsibilities and proactively publicize progress status report.

Based on the above analysis and the characteristics of tourism, this paper argues that the social responsibilities that listed tourism companies should undertake mainly include the following aspects, and others would not be discussed in this paper.

1). Responsibility to Shareholders

The relationship between corporative organization and investor actually corresponds to the relationship between the enterprise and investment capital, and it is the most important content in the intricate relationship in and enterprise. Specifically, listed tourism companies' responsibilities on the investors are mainly reflected by the following aspects:

First, enterprises should speed up the establishment of the company's responsibility structure, and fairly treat all capital investors to ensure that shareholders truly enjoy all the legal rights and interests. Moreover, enterprises should also establish a modern enterprise system to find the problems in enterprise management and root out the reasons for actively correcting in practice. They should also regulate the operation system of shareholders' meeting, board of directors, board of supervisors and other institutions, so that departments could mutually check and balance each other without affecting efficiency. Make sure that system construction protect the legitimate rights and interests of all shareholders.

Second, enterprises should select appropriate time to convene a general meeting of shareholders, and complete the corresponding voting process through the network, making it possible to ensure that the majority of investors participate in the

meeting. Modern company's equity and capital are not only concentrated in the hands of a small number of financially strong shareholders, there are also many small and medium shareholders. Enterprises should provide a variety of communication channels like network, mobile phone, text messages, telephone etc. for the majority of small and medium investors, letting them get access to development strategies of trends smoothly and timely.

Third, enterprises should publicize information on business operations strictly in accordance with the corresponding provisions of the law and industry. Information that may influence the investment decisions of shareholders and other investors should be actively disclosed.

Fourth, enterprises should formulate long-term and stable income distribution method, and develop down-to-earth dividend strategy to give investors a positive return. Investors are the gods of corporate funds; the reason why they invest money is to get the expected benefits. Enterprises should take sufficient consideration on whether the following business operations would provide investors with benefits before taking action.

2). Responsibility to creditors

Once the creditor injects the funds into the firm, a commissioned contractual relationship is reached between the two sides. The reason why the creditor provides funds is to harvest the principal and obtain appropriate interests at the same time. For tourism enterprises, they are mainly responsible to the creditors on the following two aspects:

First, enterprises should rationally use the borrowed funds to ensure that the company's financial situation does not encounter problems difficult to make up and safeguard the company's assets and capital.

Second, when the creditors want to know financial and other related information out of the need to defend their rights, enterprises should not hide but cooperate.

3). Responsibilities to employees

On a macro level, tourism should be classified as a service industry. In the modern enterprise, the relationship between the staff and managers is different from the traditional contract, breaking the old "boss-employee" patriarchal pattern. This new relationship requires that the company's responsibility to employees transfer from providing adequate wages to the spiritual level. Enterprises should strengthen the employees' sense of identity through more approaches. As a result, listed tourism enterprises' responsibility to employees mainly includes the following five aspects:

First, enterprises should strictly abide by the "Labor Law" to protect employees' rights and interests, and further improve and perfect employment systems including payment system, incentive system etc.

Second, enterprises should enhance the soundness of labor safety and health system, and strictly abide to the environmental standards and safety rules regulated by The Labor Bureau. Health education should also be instilled to the workers regularly, bright and clean working environment should be provided. Accidents should be restricted during working process.

Third, enterprises should adhere to the principle of distribution according to work and equal pay for equal work and should not deduct or arrear wages. In addition, enterprises should fully pay employees' welfare and benefits in accordance with the law.

Fourth, whether it is hiring, promotion, payment, training, dismissal or retirement, companies should act no discrimination of nationality, gender, belief etc.

Fifth, enterprises should establish a sound training system, and make rational use of training funds in accordance with the relevant provisions. Employees would be provided with training opportunities and encouraged to participate in various types of trainings.

4). Responsibilities to administrative agencies

Tourism enterprises enjoy various kinds of convenience provided by social

institutions and the public, so they are duty-bound to fulfill social and public responsibility. With the advancement of market economy, the role of the administrative agencies is no longer mere managers, but coordinators or regulators. Listed tourism enterprises' responsibilities to administrative agencies mainly include the following five aspects:

First, enterprises should operate legally and pay tax according to policy. This is also the fundamental CSR that listed tourism companies should fulfill.

Second, enterprises should respond positively to the policies launched by administrative agencies and comply with local rules and regulations to support social welfare and build high-quality external public opinion environment, and thus enhance their own adaptability.

5). Responsibilities to customers

Due to the information asymmetry in tourism market, the customers own relatively insufficient information. Therefore, it is necessary to strengthen customers' awareness of demand protect to protect their rights and interests. The responsibilities to customers of tourism products mainly include the following aspects:

First, ensure the security of the products or services. Whether it is manufacturing or pre-sale and after-sales service processes, companies should strengthen the sense of quality. For the products or services that may harm personal and property safety, companies should clearly explain and solemnly warn, in particular, appropriate instructions should be demonstrated.

Second, make sure that customers have sufficient accesses to product information. Once the company aware that its tourist routes or services have obvious defects, it should immediately report to the relevant departments and customers and take measures to prevent the occurrence of harm.

Third, tourism companies should ensure that tourism products customers can make choices according to their own wishes. Buying or selling by force should be resolutely prohibited.

Fourth, tourism companies should vigorously do a good job in information security; unauthorized use of information should be prohibited.

6). Responsibility to the nature

Traditionally, tourism companies are often separated from industrialized enterprises, the view is that tourism enterprises do not have destructive effect to the environment. This kind of idea lead to the result that the administrative agencies, tourism companies, and tourists do not pay enough attention to the nature destruction caused by tourism, which also dilute the tourism companies' understanding to their natural CSR. In essence, natural problems such as sewage, haze, traffic jams, noise, and over-exploitation of tourism are worrisome with the development of tourism. Management departments and tourism product customers are responsible for such consequences naturally, but the main reason is the lack of tourism enterprises' awareness of nature conservation. The responsibilities to the nature mainly include the following aspects:

First, tourism companies should combine of its degree of damage to the nature to make overall strategic planning, and provide natural friendly work with adequate personnel, material and technical support. Natural conservation strategies need to focus on reducing consumption and recycling waste, natural-friendly materials and technologies should be actively introduced to meet the green production requirements.

Second, regular personnel should be sent to inspect the implementation of the nature-friendly strategies, unreasonable environmental protection strategies should be corrected timely and reasonable remedial measures should be provided.

7). Responsibilities to the community

The survival and development of an enterprise would be affected by other enterprises and organizations. The responsibilities of listed tourism enterprises to the community shall include:

First, tourism companies shall give full respect to other enterprises' interests

in production and management process, and set specific departments or designated coordinators to maintain the company's relationship with other enterprises to safeguard the interests of both sides.

Second, tourism companies should actively participate in public welfare activities about environment protection, health, science publicity in the community.

Third, tourism companies should take the initiative to accept the inspections and reviews by the community, and concern about the public and community opinions on themselves.

2.4 Economic performance of listed tourism enterprises

Szilagyi (1981) proposed a relatively comprehensive description to the composition of performance, and analyzed the economic performance of enterprises at a multi-level and wide-angle. The concept of performance should be understood as a whole, efficiency and effectiveness are considered as important components of performance. Ekington (1997) published the "triple bottom line principle"; He believes that the fundamental factor to maximize overall enterprise performance lies in the "triple bottom line principle", obeying the principle helps to achieve all-round coordination of environmental, social and economic performance.

Social performance reflects the effect of CSR on social progress. The definition of domestic researchers is more inclined to results, those with higher representative are: Yang Guo Bin (2001) holds that the strategic performance is the results achieved in capital operation, business performance and other aspects a specific stage; Li Shuang Jie (2002) believes that "the concept of performance is in terms of value, it reflects the eventually business results .In general, it encompasses the various types performances including business, finance, asset strategy , debt paying ability, etc. ". Li Chuan Jun (2003) argues that performance is a diversified concept, in which economic performance is of most importance, for enterprises, it's

not only the ultimate goal, but also constitutes the actual basis for future survival and development. More researchers agree with the view that both the progress and result are important.

In summary, the economic performance of listed tourism companies can quantitatively reflect their profitability, asset quality, debt risk management level etc.

2.5 Analysis of the relationship

The effect of CSR on economic performance is manifested in the fact that the performance of CSR will bring about the improvement of the company's financial condition and failure to fulfill CSR will trigger the decline of economic performance.

The relevance of CSR and economic performance has been analyzed by many foreign researchers. Most of the conclusions show that there exists positive correlation between CSR and economic performance in a certain sense. For listed tourism companies, the mechanism of fulfilling CSR to affect the economic performance is the same as that of ordinary enterprises.

1. The influence of responsibility to shareholders on economic performance

First, shareholders are the most direct stakeholders that harvest a company's benefits and swallow the bitter fruit of the risk. According to classical theory of wealth, the most important responsibility of enterprises is to realize the maximization of the legitimate rights and interests of investors. Therefore, the company's CSR to investors is mainly wealth responsibility.

Second, for investors, enterprises should provide true and accurate financial reports. A characteristic of modern enterprise system is the separation of ownership and management rights. However, due to the imperfect of incentive mechanism, the managers usually deviates from the real goal of the owner out of his/her own benefit, which leads to the increase of agency cost, reduces the economic performance and damages the investors' benefits. Once the investors' interests are harmed, they would more likely to divestment, and thus limit the future development of enterprises. Only

by fulfilling their social responsibilities to investors and ensuring the safety of dividend and investment funds will enterprises enhance the confidence of investors and their willing to invest more. This will help enterprises to increase their economic performance and achieve long-term development.

2. The influence of responsibility to creditors on economic performance

With the expansion of business scale, all enterprises will inevitably need the support of external monetary funds. CSR to creditors will promote the upgrading of corporate credibility, further facilitate the collection of money, and reduce the cost of financing, and thus mitigate the enterprise's capital shortage. Because the cost of debt financing is smaller than equity financing is small, increasing liabilities in the allowable range will lead to lower overall corporate financing cost, and thereby enhance the economic performance of enterprises. Conversely, if the enterprise does not seriously fulfill its responsibility to creditors, its transaction costs in the lending market would increase, and thereby raise the debt financing cost. Many companies apply for bankruptcy due to lack of creditors' support caused by failure to fulfill their responsibilities to creditors when engaged in cash flow breaks.

3. The influence of responsibility to employees on economic performance

The most fundamental link between a company and its employees is the connection on wealth built on a contractual basis. The wealth link is the employment link between company and employees. In the era of knowledge and wealth, the competition among companies is the competition of talents. Human capital has become the core competitiveness of companies, especially for the tourism industry that belongs to service industry. To make their external interests groups satisfied, companies first need to satisfy their internal interest groups— employees. Therefore, in order to enhance employees' loyalty, satisfaction, and sense of belonging to improve work efficiency and service level and reduce the operating costs, the companies should actively fulfill their social responsibilities to employees, providing employees with high-quality environment, reasonable remuneration, sufficient promotion

opportunities and good dividends while pursuing profits. In addition, the company can better attract new elites through legal contracts and training systems to build up a good corporate image in the industry market, improve the reputation of the company, enhance the stability of the customer base and realize potential operation performance improvement. In turn, once the company fails to practice the CSR to employees, and fail to fully meet the employees' material and spiritual needs, employees' production enthusiasm may be reduced, which will reduce production efficiency, increase the management cost, and bring many negative factors to the company as a whole. Listed tourism companies belong to the service industry, and the personal qualities of employees directly determine the existence of the company.

4. The influence of responsibility to administrative agencies on economic performance

For enterprises, administrative agencies are unavoidable stakeholders. In different systems, the relationships between enterprises and administrative agencies are different with different contents and approaches to practice responsibility. In the planned economy, the administrative agencies are regarded as the superiors, enterprises need to obey absolutely, and the decisions of enterprises should be in accordance with national plans. In modern market economy, the administrative agencies provide enterprises with more development room. For example, in recent years, China's administrative agencies devoted their efforts to promulgate national and local regulations, develop industry's future rules and regulations and provide exchange platforms and public infrastructures for enterprises.

The influence of administrative agencies on corporate performance is reflected in two aspects. First of all, the complexity and efficiency of the administrative review process would greatly affect the implementation of business plans. Second, administrative agencies' policies may influence the business direction or scale of enterprises. Therefore, enterprises should fulfill the social responsibilities to administrative agencies, such as standardize their operations, pay taxes in

accordance with the law, actively respond to the national guidelines, comply with local laws and regulations, and provide support for social welfare undertakings to maintain good relations with the administrative agencies, and eventually improve their own adaptability. On the contrary, if the enterprise refuses to fulfill its social responsibilities, or even take tax evasion acts, it will be punished by the legal provisions, which has a negative impact on production and management.

Currently, tourism is the industry support by national strategy; it may actually supply the society with lots of work opportunities. Therefore, the listed tourism companies should attach importance to the current strategic advantages, and thus enhance economic performance.

5. The influence of responsibility to customers on economic performance

With the increase in social wealth, the buyer's market dominated. With the strengthening of public consumer awareness, more and more personalized needs appeared for products and services. Tourism product buyers would pay relatively more attention to the social image of service providers, for those who seriously fulfill their social responsibilities, more tendencies would be given. If the listed travel companies take the initiative to assume responsibilities to customers and provide quality goods and humanized services, they are more likely to be recognized by the customers, enhancing the credibility and cultivating a number of customers with high satisfaction and high loyalty, which would directly promote the improvement of economic performance. In addition, for those who seriously fulfill their social responsibilities, tourism product buyers tend to form a good reputation in professional groups for them, which is the further promotion of corporate image. On the contrary, if the enterprise fails to maintain the legitimate rights of the customers and practice the CSR to customers, buyers will tend to seek for alternative products, which bring a direct negative impact to the business performance and even threat the existence of the enterprise.

6. The influence of responsibility to the nature on economic performance

The survival of enterprises is inseparable from the surrounding natural environment; the Earth's mineral energy products are limited and natural resources relate to the survival of all mankind in the future. As the main market body, enterprises realized the unity of "economic man" and "social person". Enterprises not only should actively create wealth, but also should promote the harmony of social environment and the future development of all mankind. In the short term, CSR to nature will lead to increased costs, for example, environmental protection equipment investment is not a small expenditure, but the society is a unity, if the pursuit of short-term wealth means the sacrifice of mineral resources and the natural environment, it's not feasible. In the long run, enterprises' taking into account the natural environment, energy conservation, and pollution reduction to achieve recycling wealth would be of great significance for the enterprises' long-term development.

7. The influence of responsibility to the community on economic performance

Enterprises exist in certain communities, and the relationship between enterprise and the community is inseparable. In addition to increase profits for investors, provide safe production conditions for employees, and protect employees' legal rights, a good enterprise also need to continuously provide high-quality products and services to the community, promote the accumulation of wealth, and actively participate in charity. Only by supporting and sponsoring social welfare undertakings, helping the poor, helping the disabled, helping the disabled and the elderly, can an enterprise establish a good reputation in society. At the same time, this reputation will be transformed into the enterprise's core competitiveness in certain prerequisite conditions. In short, the enterprises' involving in planned charity to provide services for the community would not only enhance the cohesion of employees and encourage staff morale internally but also greatly improve the corporate social image and win the recognition and trust of consumers externally.

In short, listed tourism companies' actively practicing the CSR to beneficiaries is the investment of corporate image. Although some CSR projects will lead to short-term increase in operating costs, in the long run, they are positive to promote the growth of corporate economic performance. Listed companies should pay close attention to practice the social responsibilities to beneficiaries to win the loyalty of employees internally and gain public support, increasing consumer satisfaction, win investors' favor, win administrative support and enhance their resilience to the natural environment externally.

2.6 Hypotheses

With the continuous integration of CSR theory and beneficiary theory, more and more modern enterprises shift their attention from investors' wealth maximization to other beneficiaries' rights and interests. Most domestic and foreign studies have also confirmed that the fulfillment of CSR will virtually enhance economic performance. Based on the theoretical analysis and the existing results, this paper makes the following Hypothesis on listed tourism companies' CSR to the beneficiaries:

Shareholders are the investors of corporate funds, but also the most basic beneficiaries. The fulfillment of CSR to investors implies the enterprise's bright future. On the other hand, the increase of the shareholders' confidence will promote the continuous investment, which is helpful to the expansion of funds and business scale, and eventually enhance economic performance. Therefore, the following Hypothesis is made:

Hypothesis 1: There is a positive correlation between CSR to shareholders and economic performance.

Creditors are important investors, and all the development of enterprises can't do without external financial support. CSR to creditors means to ensure the capital and interest security of creditors, which help to improve credibility and

transaction costs. In addition, the increment of debt financing ratio within a specific range improves the profitability of enterprise's own capital, thereby further enhancing economic performance. These bases lead to the following Hypothesis:

Hypothesis 2: There is a positive correlation between CSR to creditors and economic performance.

Tourism is a labor-intensive industry, enterprises depend more on the quality of talents, and talents are core competitiveness. The more commitment of CSR is propitious to strengthen employees' sense of belonging and reduce the high costs caused by high turnover transaction. In addition, according to the intangible social change Hypothesis, the fulfillment of CSR is conducive to improve external trust environment, which helps to attract more talents, enhance competitiveness, and ultimately change the economic performance. Thus the third Hypothesis is put forward:

Hypothesis 3: There is a positive correlation between positive commitment of CSR to creditors and economic performance.

Enterprises' initiative commitment of CSR to administrative agencies is conducive to get a good strategic environment, which reduces adaptation cost and help to improve economic performance. This leads to the fourth Hypothesis.

Hypothesis 4: There is a positive correlation between CSR to administrative agencies and economic performance.

Enterprises' active fulfillment of CSR to the community helps to enhance reputation, especially for the tourism enterprise that demands more on humanities. A good community atmosphere will virtually provide more revenue to enterprise, and thereby enhance economic performance, thus the fifth Hypothesis derived:

Hypothesis 5: There is a positive correlation between CSR to community and economic performance.

CHAPTER 3

RESEARCH METHODS

3.1 Research indicator design

1. CSR measurement index

According to the beneficiary theory, this paper chooses CSR measurement indexes from the following aspects:

1) Measurement index of CSR to investors

CSR to investors lies in the realization of value-added earnings. In this paper, earnings per share are adopted as measurement index while measuring CSR investors.

The formula is as follows:

Earnings per share = net profit / weighted average number of ordinary shares issued

Earnings per share refer to the profit or loss of each share. Generally speaking, higher earnings per share mean better fulfillment of CSR to shareholders.

2) Measurement index of CSR to creditors

CSR to creditors lies in timely payment of principal and interest. Therefore, this paper selects asset-liability ratio as measurement index while evaluating CSR investors. The formula is as follows:

Asset-liability ratio = (total liabilities / total assets) * 100%

In general, this value is inversely proportional to the solvency.

3) Measurement index of CSR to employees

CSR to employees mean that enterprise should provide enough wages and pay insurance, provident funds and other expenses for employees. In addition, the staff skill training is also a part of CSR to employees, but because the cost of training is the information that the enterprises initiatively disclose, thus the following indicator is chosen:

CSR to employees = (cash paid to or for employees / total operating income)
* 100%

Generally speaking, higher indicator value means better fulfillment of CSR to employees.

4) Measurement index of CSR to administrative agencies

In this paper, the payment of taxes and fees is chosen to measure the implementation of CSR to administrative agencies as follows:

Contribution rate to administrative agency = (Taxes and fees paid – reimbursement of taxes and fees) / Total operating income * 100%

The indicator reflects the enterprise's taxation capability in accordance with their income status, greater value means better fulfillment of CSR to administrative agencies.

5) Measurement index of CSR to the community

The method used to evaluate CSR to community is to analyze the amount of donation or the proportion of donation in operating income, and usually analyzes the ratio of the donation to the business income. Due to the fact that the donation or donation ratio of listed tourism companies in China is usually very low, so the data is lack of obvious differences and typical properties. Therefore, this paper will set it as a virtual variable, 1 means that the enterprise has donations, and 0 represents no donation.

2. Economic performance measurement index

In this paper, the net assets bonus rate is chosen to evaluate the economic performance of listed tourism companies, the formula is as follows:

Net assets bonus rate = (net profit / shareholder's average) * 100%

The index can be characterized by the profitability of enterprises. According to DuPont analysis system, larger value indicates better utilization of assets and economic performance.

3. Control variables

On the basis of existing research, differences in the nature of equity and will virtually change economic performance, so the control variable is set to be the size of the company and the nature of the company's equity. In addition, the paper chooses the cross-sectional data from 2008 to 2015 as sample, in order to distinguish the invisible changes in different years; the annual dummy variable is set as the control variable.

Company size: the natural logarithm of the company's total assets.

The nature of the company's equity: 1 means that the actual controller is the state-owned shares or state-owned legal person shares, 0 means other circumstances.

Annual Variables: seven annual variables are set.

Based on the research purpose, this paper deals with the sample as follows: (1) exclude the two companies (ST and PT); (2) exclude the four companies newly listed in 2014 and 2015; (3) exclude the samples that the lack of data or date inconsistent. Ultimately, eight-year cross-sectional data from 28 companies were selected for the study samples.

The data used in this study are mainly from the China Securities Regulatory Commission's web -- www.cninfo.com.cn. Some of the financial indicators were collected from the financial statements database of the listed companies, and the donation data were manually compiled through the financial statements and annual reports of the companies. This article uses SPSS20 to carry on the statistical analysis.

3.2 Equation design

According to the empirical research on CSR and economic performance, the paper establishes the following multiple linear regression models:

CHAPTER 4

RESULTS

4.1 Descriptive statistics

In this paper, statistical analysis of sample data is conducted by SPSS20, the descriptive statistics of each variable are shown in Table 5-1:

Table 5-1: Descriptive statistics

	N	Maximum	Minimum	Average	Standard deviation
Net assets bonus rate	280	-0.48	0.32	0.05	0.09
Earnings per share	280	-0.56	0.98	0.18	0.27
Asset-liability ratio	280	0.12	0.81	0.39	0.17
CSR to employees	280	0.02	0.44	0.17	0.08
Contribution rate to administrative agency	280	-0.01	0.31	0.09	0.05
CSR to community	280	0	1	0.50	0.51
Enterprise size	280	19.1	23.54	20.88	0.81
Ownership structure	280	0	1	0.87	0.34
2015	280	0	1	0.14	0.33
2014	280	0	1	0.14	0.34
2013	280	0	1	0.13	0.34
2012	280	0	1	0.14	0.32
2011	280	0	1	0.12	0.31
2010	280	0	1	0.12	0.33
2009	280	0	1	0.11	0.29

From the descriptive statistics above, it can be seen that, for the explained variables, the sample firms' average net asset bonus rate is 5%, which shows that the sample firms have relatively large differences in economic performance.

For the samples of explanatory variables, the average of earnings per share is 0.18 Yuan, and there is a large gap between different samples, ranging from -0.56 Yuan to 0.98 Yuan, which reflects the differences in the profitability of the sample enterprises.

Moreover, sample companies' solvencies are not the same as well; some enterprises that have developed sound financial strategies achieve only 12% asset-liability ratio, while some enterprise obtain more than 81% debt-liability ratio.

The average value of CSR to employees for the sample firms is 17%, which is inseparable from the labor-intensive nature of the tourism enterprises.

In terms of CSR to administrative agencies, the average value of the sample firms is 9%, indicating that the majority of listed tourism enterprises are paying tax according to the law; the high transparency of listed companies and the supervision of the public are playing an important role in this regard.

Data show that 50% of the sample enterprises donate, which also reflects that the CSR awareness of listed tourism enterprises need to be improved; but fortunately, the situation is much better than two years ago. These enterprises are generally able to seriously fulfill CSR especially in the face of some natural disasters.

In the case of control variables, the average logarithm of the total assets of the sample firms is 20.88, but with large differences, which indicates that there is a certain difference in the scale of sample firms. The mean value of the nature of share capital is 86.23%, which indicates that a high proportion of the sample companies are controlled by the state.

4.2 Regression analysis

Model	R	adj	F	Durbin-Watson
	-square	ustment	rror	
	0.897	0.802	0.783	1.98
			.0498	

The regression model has about 80% explain ability to the dependent variables, which shows a satisfactory goodness of fit of the regression equation.

Table of equation regression results

	ROE
Net assets bonus rate	0.001 (5.55)
CSR to employees	0.051 (1.99)
Contribution rate to administrative agency	0.016 (2.51)
CSR to community	0.52 (-0.66)
Enterprise size	0.03 (-2.31)
Capital share structure	0.054 (1.96)
Goodness of fit	0.78

Based on the above empirical test results, concrete analyses are as follows:

First, at 1% significant level, the net asset bonus rate and earnings per share are positively related, which is consistent with the assumptions. It also indicates that, for listed tourism companies, the fulfillment of CSR to shareholders have significant positive influence on economic performance.

Second, at 5% significant level, the asset-liability ratio is positively

correlated with the net asset bonus rate, which indicates that the fulfillment of CSR to creditors has negative influence on economic performance. This does not accord with the research assumption. Foreign scholars' researches on the relationship between liabilities and company value show that, to some extent, the debt is positively correlated with company value, indicating that debt may play a certain governance effect in the company. Thus, the negative correlation between asset-liability ratio and economic performance is also reasonable.

Third, the regression coefficient of the contribution to administrative agencies and economic performance is negative, but not significant. This indicates that the relationship between the fulfillment of CSR to administrative agencies and economic performance is not obvious. This conclusion is not consistent with the research assumption. Listed tourism companies' active fulfillment of CSR to administrative agencies will increase cost in short run. But in the long run, actively paying taxes can push forward the relationship with administrative agencies, which could lead to a more favorable policy environment. Therefore, the empirical test of the above results could be understood.

Fourth, the regression coefficient between economic performance and public contribution rate is negative, but also not obvious. This indicates there is no obvious relationship between fulfillment of CSR to community and economic performance, which is contrary to the research assumption. This result may due to the following reasons: At present, some listed tourism companies still lack the corresponding awareness of public donations; besides, some companies' public donations. In terms of an individual year, according to the data, the number of disclosed donations of listed companies is larger in 2015. The listed tourism companies that donate more are: OCTA (000069), BTG shares (600258), Li Jiang Ferris (002033), Quan Ju De (002186), Mount Huang Shan tourism (600054), CYTS (600138), San Te cableway (002159), and Alex Hua Tian Hotel (000428). 6 out of the above 8 companies overlap with the top 8 companies with better economic performance, which indicates the

fulfillment of CSR to community brings with better economic performance. At the same time, the unobvious negative correlation has certain relevance with selection time, for enterprises, donation means burden in short run and will lead short-term decline in economic performance; but from a long-term perspective, the fulfillment of CSR to community can enhance corporate social image and reputation capital. Therefore, the above empirical analysis conclusions are internally consistent with the theoretical analysis.



CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

It has become a common aspiration of the China that enterprises should fulfill their CSR. And the reason for this phenomenon is that China's problem-solving speed lags behind the speed of economic development, environmental destruction, food safety etc. are worrying the public. However, for economic organizations, making money is the ultimate goal and practice CSR will inevitably lead to its short-term decline in economic performance, if these payment and loss can be compensated are concerned by enterprises.

This paper constructs a CSR evaluation index system based on the specific data provided by the Annual Report of China's Public Enterprises on Tourism, and makes an empirical analysis of the correlation between CSR and corporate economic returns of listed tourism companies. On this basis, this paper also proposes specific recommendations on how to strengthen the sense of CSR and behavior for listed tourism companies. Based on theoretical analysis and empirical research, the following conclusions are given:

Firstly, based on the analysis of many classic theories, including CSR theory, we can see that in the long run, listed tourism companies' fulfillment of CSR to investors, creditors and other stakeholders helps to promote corporate profits. That is, there exists a positive relationship between the two sides.

Secondly, combining with the empirical analysis of the sample enterprises, it is found that there is a clear positive correlation between the fulfillment of CSR to investors and economic performance. There is also a clear positive correlation between the fulfillment of CSR to employees and economic performance. However, the correlation between the fulfillment of CSR to employees and economic

performance. Thirdly, it is reasonable that the listed travel companies have a negative correlation between the CSR of the creditors and the economic performance of the enterprises. Because, according to Jensen et al. (1986), debt can reduce agency costs, and can play a role in corporate governance, so that economic performance and enterprise value can be improved to a certain extent.

Fourthly, there is no significant correlation between the performance of government responsibility and community responsibility and the economic performance of tourism enterprises, which is closely related to the current social consciousness of CSR and information disclosure of tourism listed companies. Although in the short term, the burden of business on the various stakeholders take their due responsibilities will increase the burden of its operating costs, but in the long run, the implementation of this responsibility is the corporate image of the investment will enrich the business of invisible Assets, and ultimately become a competitive advantage to increase corporate profits.

Fifthly, with regard to the performance of some listed tourism enterprises in China, the enterprises should upgrade their concepts, pay close attention to their responsibility, and elevate the fulfillment of CSR to strategic level.

5.2 Deficiency

First of all, there is no relatively mature research framework related to CSR in China, and the researches on its relationship with economic performance focus more on theoretical analysis but not empirical analysis, which also led to the lack of available guidance documents related to the construction of index system. In addition, during empirical research process, the construction of the index system relies on the relevant data from tourism listed companies' annual reports, but incomplete disclosure is the problem. For example, there exists a certain degree of difficulty in accessing the specific data about pollution control, environment protection and other aspects, which also led to the lack of integrity of the index system.

Second, there are certain limitations on the CSR evaluation index of stakeholders or organizations. Considering that enterprises generally have more stakeholders, but there are not sufficient indicators to be investigated, it is difficult to assure the unification of regression results and reality.

5.3 Recommendations

The actual situation of the present era requires enterprises to pay more attention to CSR, rather than emphasis on the realization of economic value too much. For tourism industry, the understanding of the CSR is lagging behind, but it does not mean that the implementation CSR is unnecessary for tourism industry. As the industry leader, listed tourism companies are able to promote the development of the market to a certain extent. Theoretical research and empirical analysis show that, generally speaking, for listed companies, actively practicing CSR plays a significant role in promoting economic performance. It must be pointed out that the practice of CSR is not only determined by the internal driving force of the enterprises, but by the promotion of administrative agencies and the society.

A. Establish CSR consciousness and strengthen CSR management

1) Enterprises need to update concept and strengthen CSR consciousness

With the development and continuous improvement of modern corporate system, enterprises' understanding of CSR is also deepening, but the practice of CSR will inevitably lead to cost increases, thus many companies worry that the implementation of CSR will bring the economic performance with negative impact. At the same time, the public generally believe that listed tourism companies are "smoke-free industry", this traditional understanding also led to the tourism enterprises' lack of awareness of CSR and failure to well fulfill CSR to the beneficiaries. However, for listed tourism companies, there exist a positive relationship between CSR and economic performance. Listed tourism companies' implementation of CSR can help to promote external image construction, and should be incorporated into the long-term strategic planning. Moreover, the enterprise should

straighten out the relationship between fulfilling CSR and enterprise benefit, and form its own unique competitive advantage through practicing CSR, thus to achieve the complement of each other, and jointly promote enterprise's long-term development. The power to strengthen the sense of CSR comes from executives; only if the senior staffs give enough attention, will the enterprise and even the whole industry concern more. Enterprise is also a social component that won't work without the support and help from the society.

2) Optimize the corporate governance structure

After fully understanding the importance of CSR, CSR should be included in enterprise's strategic planning. In other words, the enterprise should combine CSR with its business philosophy and corporate culture together to improve social image and brand appeal and effectively integrate social resources, so as to make it face an internal and external competitive environment that conducive to its business and eventually lay a solid foundation for the sustainable development of the enterprise.

Listed tourism companies usually have a high degree of standardization, and should optimize their own CSR management structure. First, the "people-oriented" concept should be strengthened. Tourism industry and humanistic feelings are inseparable, and the daily management and operation of tourism enterprises should also be considered from the humanities level. Second, mechanisms to fulfill CSR within the enterprise should be formed, the implementation of CSR should be directly assigned to certain departments and related personnel to build a comprehensive evaluation standard, so that the system has a higher feasibility. Third, form a non-shareholder beneficiary auditing system, including employees, creditors, customers, residents, etc. to enable them to timely understand the company's decision-making and meet their demands to express opinions. Fourth, optimize external governance and improve the information dissemination mechanism, enterprise should response actively to the related reports issued by Shanghai Stock Exchange and Shenzhen Stock Exchange and introduce public opinions and

administrative supervision system to promote CSR practice.

B. Legal system construction

Enterprise is the main component of market wealth; their wealth activities are not only cared but also bounded by the law. On the whole, the legal system of CSR in China is still relatively backward and needs to be further optimized, which is mainly reflected in that the content about CSR is scattered in related legal provisions.

The new "Company Law" provides enterprises with a more detailed explanation of the social responsibilities they shall fulfill. The CPC Central Committee also made request for enterprises to actively fulfill CSR. In recent years, themes about strengthening the CSR appear repeatedly in the NPC deputies' proposals. It can be said that the active fulfillment of CSR has received wide attention from all walks of life in China. At the same time, it should be noted that Article 5 of the Company Law is only a principled clauses, it's only an exposition to the enterprise standards, but it doesn't provide clear description on the meaning, features, composition and forms of CSR. Therefore, the administrative agencies need to consider from the aspects like treatment of staff, labor rights and interests protection, consumer rights and interests protection, and charities etc. to optimize and explain CSR concretely. Moreover, they should also enhance the initiative of enterprises to fulfill CSR through relevant law framework including the "Labor Law", "Union Law" and other relevant laws. At the same time, administrative agencies need to strengthen the implementation of laws and regulations, for the enterprises with major violations; administrative agencies need to clamp them down. Only by fulfilling the above requirements can the enterprise fulfill its CSR actively.

In the legal provisions related to CSR, we should pay more attention to the role of civil society. For example, environment protect can rely more on civil team, etc. In legislation process, the opinions and suggestions from non-governmental organizations should be given enough attention, or even inviting them to participate in the writing of the draft laws and the subsequent implementation of the law. Tourism is

a comprehensive industry, with a stronger legal demand and institutional needs. Although China's tourism law has been brewing, due to the complexity of the task, it has not been released by now. The existing tourism law and regulations are not specific and sufficient for the implementation of CSR. Therefore, it is necessary to accelerate the construction of the legal system, so as to better protect the legitimate rights of the beneficiaries.

C. Construct the CSR standard system

The public is paying more and more attention to the CSR, and many international organizations have issued rules of CSR. However, there exist great differences between the contents of different rules, reducing comparability, and leading to the result that the inspection content changes with the change of the customers and that a lot of human and material resources are wasted. Therefore, if we can establish a set of CSR standard similar to the ISO9000 to unify the industry standard, the transparency of CSR audit will be significantly enhanced, and the waste led by repeated examination will be greatly reduced. For the time being, the SA8000, launched in the United States, is one of the world's most famous standards of social moral responsibility. The standard requires that enterprises must fulfill the CSR to beneficiaries. Although SAS8000 is recognized by many Chinese enterprises, its high cost and the applicability in China also prevent a lot of enterprises. Therefore, the state authority agencies should take the lead and organize some leading enterprises to construct comprehensive and standard evaluation mechanism that fits China based on SA8000. In addition, it is necessary to strengthen exchanges with the international community and strive to make China's CSR standards integrate with international standards, and eventually recognized by international organizations.

As labor-intensive enterprises, if listed tourism companies want to win long-term competitive advantage, they should take the initiative to promote the integration with SA8000, and promote their own standardization. Of course, the National Tourism Administration should take the lead to promote application of CSR

standards in tourism industry to handle unique industrial problems.

D. Give full play to the role of social supervision

The role of administrative agencies in promoting the fulfillment of CSR should not be underestimated, and the local administrative organs should play an active role to make the enterprises fulfill their social responsibilities. Moreover, they should seriously implement the provisions of the law, and strengthen the supervision on enterprises. At the same time, following the practice of Western developed countries; they can also propose applicability monitoring standards and enable international docking. In the process of promoting CSR, the role of tourism associations and other organizations should be brought into full play. Guilds should strengthen self-discipline and the services and guidance to enterprises to form CSR standards within the industry. Public opinion also has a certain degree of influence on the performance of listed companies to fulfill CSR. With the continuous progress of modern technology, the roles of public opinion and media are greatly enhanced. Once the tourism company violations the law or does harm to customers, media's timely exposure will increase the negative impact on the company; tourism enterprises need not pay enough attention to their own image from time to time, which is also the function of media supervision.

5.3 Prospect

There is still a lot of room for the research on the relevance of CSR and economic performance of listed tourism companies. The following researches may introduce more methods such as questionnaires to comprehensively analyze the situation of listed tourism companies fulfilling their social responsibilities to consumers, investors, administrative agencies and other interest groups to enhance the credibility of the analysis results.

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