

## **RESEARCH CONTRIBUTIONS: The RIU x ESCP Professorship**

*One of the raisons d'être of the professorship between RIU Hotels & Resorts and ESCP Business School about how to provide hospitality Corporate Social Responsibility with rigor is the production of scientific knowledge in a continuous and profound link with real-world needs; i.e. the generation of applied scientific knowledge.*

The following paragraphs are a list of the various scientific productions resulting from this professorship.

### **Strengthening Academic Research in Hospitality CSR**

ESCP Business School is proud to announce the publication of a groundbreaking scientific article that documents and analyzes the development of the RIU Method within its application context in tourist destinations. This study underscores the critical importance of tailoring Corporate Social Responsibility (CSR) practices to local realities.

Authored by Dr. Lola Herrero Amo and Dr. Adriana Hurtado Jarandilla, the paper titled "[The RIU Method: Destination Realities as Starting Point and Goal in the Hotel CSR Journey](#)" was published in the *PASOS Journal of Tourism and Cultural Heritage* in 2024. The article provides an initial theoretical framework that not only paves the way for future publications and conferences but also enhances the RIU Method itself, fostering a research community centered around the hotel company's social investment initiatives.

Building upon this foundation, a second academic article has been prepared and submitted to the *Journal of Sustainable Tourism*. This forthcoming paper delves into how knowledge laboratories and nodes can promote sustainable practices within the hotel industry. The research involved a comprehensive review and mapping of existing case studies on observatories, laboratories, and knowledge nodes, providing a robust theoretical framework on generating information related to hotel social investment and its dissemination within society. Additionally, it explores the potential integration of RIU into pre-existing communities dedicated to the creation and transfer of scientific knowledge.

### **International Consultancy Projects: Bridging Academia and Industry**

One of the key initiatives of the RIU x ESCP Professorship has been the development of International Consultancy Projects (ICPs) for MBA and MSc students. These projects have been co-designed with RIU Hotels & Resorts, allowing students to gain hands-on experience while contributing to the hotel chain's CSR strategies. Several students have continued internships or employment at RIU, demonstrating the real-world impact of this collaboration.

ICP projects include:

<i>PROGRAM</i>	<i>ICP Project</i>
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<i>MSc in Hospitality &amp; Tourism Management</i>	<i>“Value chains in the hotel purchasing function: What should be the sustainability criteria guidelines for RIU hotels &amp; Resorts?” (including 10 days field work in RIU Headquarters - Palma de Mallorca)</i>
<i>MSc in Marketing and Digital Media</i>	<i>“How to improve the impact of RIU CSR initiatives? Exploratory analysis and proposal of a brand territory”</i>
<i>MBA in International Management</i>	<i>“How to measure the impact of social investment projects? A referral framework of indicators/KPIs to analyse the return of CSR projects for RIU Hotels &amp; Resorts”</i>
<i>MSc in Hospitality &amp; Tourism Management</i>	<i>“CSR-RIU Diagnosis worldwide: Mapping, recapitulation and proposals for improvement in the articulation of CSR projects and initiatives implemented by RIU Hotels &amp; Resorts” (including 10 days field work in RIU Headquarters - Palma de Mallorca)</i>
<i>MSc in Hospitality &amp; Tourism Management</i>	<i>“El Método RIU: How to export a social investment methodology to the urban RIU Plaza hotels, in order to confront touristification?: an exploratory analysis.”</i>
<i>MSc in Project Management and consulting</i>	<i>“El Método RIU: A proposal for standardization of processes and tools” (including 8 days field work in RIU Headquarters - Palma de Mallorca)</i>
<i>MSc in Hospitality &amp; Tourism Management</i>	<i>“Drawing angles in a circle: The circular economy applied to hotels through the design of an operational proposal, for RIU hotels in the Balearic Islands” (including 8 days field work in RIU Headquarters - Palma de Mallorca)</i>
<i>MSc in Hospitality &amp; Tourism Management</i>	<i>“The RIU method: How to export a social investment methodology to RIU Plaza urban hotels: an exploratory analysis” (including 1 day field work in RIU Plaza España – Madrid)</i>

These projects have provided valuable empirical data, contributing to students’ final theses and forming the foundation for future academic research.

## Academic Contributions and Conference Participation

The professorship actively engages with the academic community through conference presentations and guest speaker invitations at key industry events:

- **2024:**
  - *“How to Design a Hotel Social Investment/CSR Strategy from the Grassroots: The Implementation of the RIU Method in Maldives”. Full paper was submitted to a double blind review and presented at the [49th EBES Conference](#) (Athens, 2024).*
  - *“El “Método RIU como vector de aplicación de la estrategia de inversión social hotelera: ¿Cómo incidir en el desarrollo sostenible de las comunidades en destinos turísticos?”: [Twentieth International Conference on Environmental, Cultural, Economic & Social Sustainability](#) (University of Aveiro, Portugal, 24-26 January 2024) published in the conference proceedings under ISBN ([DOI: 978-1-963049-28-2](#); p. 133)*
- **2023:** *“How can scientific knowledge structures contribute to a 3 R’s (Responsible-Resilient-Regenerative) tourism? A comparative analysis proposal”, presented at [7th World Research Summit for Hospitality and Tourism: Resilience, Recovery, and Reshaping](#) held at the Rosen College of Hospitality Management, at the University of Central Florida, in Orlando, Florida, USA on December 11, 2023.*

- **2022:**
  - “*Método RIU: la realidad de destino como punto de partida y meta, en el camino de la RSC hotelera*”. Full paper presentation was submitted to a double blind review and presented at the [X Foro Internacional de Turismo Maspalomas, Costa Canaria, Spain: EL SECTOR TURÍSTICO ANTE UN NUEVO ESCENARIO](#)
  - [UNWTO Summit of Sustainable Destinations](#) (Mallorca, Spain).
  - [ISTO World Congress](#) (Azores, Portugal).
  - [II Congreso Internacional de Turismo de Interior de Andalucía](#) (Jaén, Spain).

These academic engagements allow for the exchange of ideas with global experts, refining methodologies and fostering collaborative research networks.

### **Advancing Scientific Knowledge and Industry Impact**

The academic output from this professorship significantly contributes to its establishment as a hub for research, innovation, and collaboration. By providing scientific rigor and evidence to RIU's social investment strategy, it generates a positive impact on the hotel industry.

Academic publications serve to document, analyze, and disseminate practical knowledge derived from the application of the RIU Method in various destinations. This systematic approach not only consolidates useful insights for broader research on hotel CSR but also positions the RIU x ESCP professorship as a reference point in its field, enhancing its scientific legitimacy. Furthermore, these publications and presentations act as vehicles to showcase the activities of the professorship to an international scientific audience, reinforcing RIU's integration into collaborative units of scientific knowledge in hotel CSR.

In addition to publications, participation in academic conferences facilitates the exchange of ideas with experts from other institutions and provides valuable feedback. This interaction aids in identifying potential shortcomings of the RIU Method, implementing methodological improvements, and refining key concepts for both the method itself and RIU's involvement in collaborative knowledge communities. Conferences also foster strategic alliances with other institutions, facilitating the co-creation of knowledge, aligning with Sustainable Development Goal 17.

Through these combined efforts, the professorship not only strengthens the scientific foundation of RIU's CSR strategy but also contributes to the advancement of sustainable practices within the hotel industry.