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Evaluating the Role of Small Private Tourism Businesses in Poverty Alleviation: A Corporate Social Responsibility Approach in Namibia

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ABSTRACT Private tourism businesses in Namibia are faced with the challenge of establishing a business environment where their positive impacts on local communities and employees are maximized. The main objective of the paper was to assess the impact of corporate social responsibility in reducing poverty and its role in uplifting rural livelihoods. A sample of 75 middle managers and employees and 10 representatives of the Hai//kom San of the Ombika community were selected purposively. Coding and thematic analysis were used to analyse data from both primary and secondary sources. The results show that pro-poor needs are complex and meaningful contribution of corporate social responsibility to poverty reduction can be linked to the size of the organisation. Although poverty alleviation through corporate social responsibility remains a contested issue, the findings suggest that tourism businesses should adopt preferential procurement of tourism related products and services to enhance their economic, socio-cultural and environmental impacts.