

Corporate Social Responsibility of Large Urban Museums: The Contribution of Volunteer Programs

Dr Deborah Edwards
Senior Research Fellow, University of Technology, Sydney, Australia

Contact details:

Dr Deborah Edwards
School of Leisure Sport and Tourism
University of Technology Sydney
PO Box 222
Lyndfield, NSW 2070
Phone: +61 2 95145116
Fax: +61 2 95145195
Email: deborah.edwards@uts.edu.au

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Abstract

Out of a growing concern about the erosion of social infrastructure has come an increase in pressure on business to take up more of the responsibility in meeting community needs (Centre for Corporate Public Affairs, 2000; Loza & Ogilvie, 2005). While many tourism organizations have been slow to involve themselves in any long-term and meaningful way with communities, partnerships based on engagement, participation and involvement exist between the volunteer programs of large museums and their urban communities. This paper will analyse a number of issues. First, it is necessary to explore the relationship between corporate social responsibility (CSR) and social capital. Following this, the paper will outline the contribution that museums make to social capital through their volunteer programs. The paper then considers whether museums could do more in terms of their CSR and volunteer programs. Finally suggestions are made for the way in which museums can continue to fulfil and advance their CSR activities.

Keywords: Corporate Social Responsibility, Museums, Volunteers, Social Capital