

## Call for Chapters

### SOCIAL MARKETING & SUSTAINABLE DEVELOPMENT GOALS (SDGs).

#### CASE STUDIES FOR A GLOBAL PERSPECTIVE

##### Chapter title:

Corporate Social Marketing and the Labor Inclusion of People with Disabilities. A Case Study of Ilunion Hotels

##### SDGs analyzed in the case:

Goals 8 and 10

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##### Abstract:

People with disabilities are suffering a persistent and generalized problem of inequality and labour exclusion, not only in developing economies, but also in developed ones, such as Spain. Labour discrimination has pointed to be one of the main reasons of this negative situation, especially in tourism sector. Therefore, to face this issue, Social Marketing has been proposed as a powerful tool, promoting the achievement of the United Nations Sustainable Development Goals (SDGs) as well. Thus, the objective of this chapter is to study the Corporate Social Marketing campaign “Hotels with all inclusive”, carried out by the Spanish social company Ilunion Hotels (leader in the social inclusion of people with disabilities in the hotel industry in

Spain). The aim of this campaign is the reduction of the inequalities of this collective, fighting the social stigma that they use to suffer in the labour market. Therefore, the study of this Corporate Social Marketing case would help to understand how a sustainable recovery to the pandemic crisis could be possible, trying to achieve the SDGs (especially goals 10, reduce inequalities; and the number 8, promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all).

**Keywords:** People with disabilities, Labour inclusion, Inequality, Corporate Social Marketing, Hotel industry.

**Learning objectives:**

- Understand the importance of CSM and its potential impact on behavior change for social purposes, as well as its contribution to the SDGs.
- Realize the need to promote an integrating vision between economy and society, with the development of tools such as social companies, which also have certain synergies and higher potential impact implementing CSM actions.
- Analyze in depth the characteristics and development of a CSM campaign, both in its content and in the online results that it is achieving, as well as its repercussion in terms of engagement, and the importance of certain aspects related to Psychology that can influence to achieve the social objectives pursued.

**Introduction:**

Even in developed economies such as Spain, People With Disabilities (PWD from now on) are suffering a persistent problem of labour exclusion (INE, 2019 and 2022), that is getting worse due to the pandemic (Gupta, Kavanagh and Disney, 2021). Some authors have pointed to labour discrimination as a relevant limitation (see Vornholt et al., 2018), especially in tourism sector (one of the most important Spanish industries), see de Sá et al. (2017), or Madera et al. (2020).

Thus, fighting the social stigma usually suffered by their disability condition, and improving positive coping responses (in order to reduce their labour exclusion), Social Marketing (SM) and

Corporate Social Marketing (CSM) are proposed as powerful tools, being an innovative line of research (Cruz-Morato, García-Mestanza and Dueñas-Zambrana, 2021).

We should remember that SM is the application of the usual Marketing instruments to promote a voluntary behaviour change that benefits a group or society in general, according to Kotler and Zaltman (1971), Andreasen (2006) or Kotler and Lee (2009). Moreover, CSM is one type of SM intervention developed by private companies, and a kind of corporate social initiative (related to Corporate Social Responsibility, CSR) among other sustainable actions (Lee and Kotler, 2011). In this sense, the promotion of behavioral change from the private sector trying to improve sustainability or well-being in a general sense, using Marketing techniques, is considered CSM (see Kotler and Lee, 2005; or Truong and Hall, 2017, for special consideration about CSM and tourism).

It is important to highlight the obvious potential impact that SM and CSM could have promoting the achievement of the Sustainable Development Goals (SDGs) proposed by the United Nations in the 2030 Agenda, built on the principle of “leaving no one behind” (UN, 2022). Considering our topic, although the 17 SDGs are relevant to improve the inclusion of PWD (UN, 2022), the most specifically related seem to be the Goal 10 (Reduce Inequalities) and the Goal 8 (Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all).

Focusing on the Spanish context, the Ilunion Hotels social company has achieved a great impact in the labour participation of PWD in the tourism sector in the last years (see Cruz-Morato, Dueñas-Zambrana and García-Mestanza, 2021). Therefore, it has been included in the “Top Ten disability networks” of the “Global Diversity List” (considering their sustainable human resources practices) in 2016 and 2018 (Global Diversity List, 2018), being one of the ten best companies in the world in terms of diversity management, inclusion and CSR.

Thus, the objective of this chapter is to analyze the CSM campaign “Hotels with all inclusive”, carried out by Ilunion Hotels in Spain, to reduce the inequalities of PWD (improving their labour inclusion and fighting against the social stigma, see Cruz-Morato and Dueñas-Zambrana, 2021), in relation with the SDGs considered. The methodology developed to carry out this case study is content analysis (based on Galán-Ladero and Rivera, 2021) and descriptive statistics analysis, according to the measurement of social media engagement developed by Egaña et al. (2021), or Matosas-López and Romero-Ania (2021). The study of this kind of SM cases could draw some important and useful lessons to reshape the economy recovery to the pandemic crisis in a more sustainable way.

## Case development:

*The Spanish situation: A brief empirical analysis.*

In order to correctly describe the problem, some data should be highlighted at first, before the description of the case study itself.

In this sense, if we analyze Table 1, it can be seen that activity and employment rates are higher for man with disabilities rather than woman with disabilities (which have a worst unemployment situation, showing a possible situation of double discrimination, by sex and according to their disability condition). Comparing with the previous data of 2018 (INE, 2019), unemployment rates are higher in 2020 (it is also necessary to consider the effect of the COVID-19 pandemics).

**Table 1. Activity, employment and unemployment rates of PWD by sex, year 2020**

<b>2020</b>	<b>Man (%)</b>	<b>Woman (%)</b>
Activity	81.6	70.7
Employment	70.4	58.4
Unemployment	13.7	17.4

*Source: Own elaboration, according to INE (2022)*

Considering the age (Table 2), a higher unemployment (as well as reduced activity and employment rates) is observed in the youngest PWD, being the 25-44 years-old group the segment with better activity and employment outcomes (although the PWD between 45-64 years show the lowest unemployment rates, 18.6%).

**Table 2. Activity, employment and unemployment rates of PWD by age, year 2020**

<b>2020</b>	<b>16-24 years-old (%)</b>	<b>25-44 years-old (%)</b>	<b>45-64 years-old (%)</b>
Activity	19.9	49.5	30.6
Employment	8.9	36.6	24.9
Unemployment	55.5	26.1	18.6

*Source: Own elaboration, according to INE (2022)*

However, although the same situation is happening with women and young people without disabilities, it is necessary to highlight that, in a general way, the labour situation of PWD is worse than for people without disabilities (INE, 2022). Furthermore, “the most remarkable thing about the group of PWD is their low participation in the labour market” (INE, 2022, p. 3), as we have been pointing out previously.

Focusing on the importance of the tourism sector, it is necessary to say that its relevance has been increasing in the global economy in the last few years, in a constant growth. It is one of the main industries in Spain, even despite the effect of the COVID-19 crisis. Thus, in 2021, tourism contributed 88,546 million euros to the Spanish GDP, representing 7.4% of the country's total GDP (Exceltur, 2021), with high importance of the hotel sector.

Talking about accessible tourism, it could become an opportunity to train and enter the labor market for PWD, ensuring, therefore, the adaptation of facilities for easy accessibility for all the people (with and without disabilities, workers as well as costumers). That is why this type of tourism could act as a source of employment for PWD (Almonte, 2014). Therefore, improving the infrastructures of establishments related to tourism, the flow of tourists and workers with some type of disability would be increased. However, accessible tourism is not really widespread yet (beyond meeting mandatory regulatory requirements), in spite of its huge potential (also in economic terms). The only company really worried about accessible tourism in Spain is, precisely, Ilunion Hotels, as we will see in the next subsection.

Moreover, according to the data from the Observatory on the Labor Market and Statistics for People with Disabilities (ODISMET, 2020), it can be observed that, as in 2018, the service sector is the one that most hires people with some type of disability. Specifically, we are mainly talking about cleaning staff. The jobs that have fewer workers with disabilities are, on the one hand, salaried drivers of cars, taxis and vans, and, on the other hand, other elementary occupations (see Table 3).

Table 3. *Employed PWD by type of occupation, year 2020*

	<b>Number of contracts</b>	<b>PWD hired (%)</b>
Cleaning staff for offices, hotels and other similar establishments	39,092	15.7
Laborers of the manufacturing industries	23,143	9.3

Agricultural laborers (except in orchards, greenhouses, nurseries and gardens)	12,561	5.1
Salaried waiters	7,739	3.1
Building custodians	7,546	3.0
Other cleaning staff	5,942	2.4
Freight transport laborers and unloaders	5,416	2.2
Salespeople in stores and warehouses	5,299	2.1
Salaried truck drivers	4,363	1.8
Telemarketers	4,231	1.7
Administrative employees with customer service tasks not classified under other headings	4,224	1.7
Official workers and craftsmen of other trades not classified under other headings	3,882	1.6
Other elementary occupations	3,861	1.6
Salaried drivers of cars, taxis and vans	3,841	1.5

Source: ODISMET (2020).

Nevertheless, jobs in the tourism sector are normally of low quality (rigid hours and timetable, long working hours and highly changing working conditions, see Lee, McCann and Messenger, 2007; or Deery and Jago, 2015), being these circumstances especially difficult for PWD.

*The Ilunion Hotels company.*

As member of the Ilunion group of companies, which belongs to the ONCE Social Group (one of the main organizations of PWD in Spain, some SM campaigns directly developed by this association can be found in Cruz-Morato and Dueñas-Zambrana, 2021), the Ilunion Hotels company has its origin in the late 80's. According to Financial Times (2021), it is positioned in the ranking of European companies "Leaders of Diversity", being the first one in its sector.

Figure 1. *Ilunion Hotels name and logo*



*Source: Ilunion Hotels (2022)*

Ilunion Hotels is not a usual company, it is a social company that, beyond the economic objectives of every business, it also has the social aims of promoting inclusive tourism, as well as the labor inclusion of PWD. According to French (2013), it is necessary to highlight the importance of social business to promote SM interventions that could face social challenges (as it is analyzed in this chapter). This hotel chain has 29 hotels in Spain (in places such as Madrid, Barcelona, Valencia, Málaga, Extremadura, Cádiz, Bilbao, San Sebastián, Girona, Zaragoza, Menorca, Huelva and Sevilla), offering a diversified product (both urban and holiday hotels), but always emphasizing in the inclusive design and equal treatment of PWD (workers as well as customers).

After some changes in the brand name since its creation in 1988, the company was renamed as Ilunion Hotels in 2015, taking part of the group of companies that, under the Ilunion brand denomination, includes all the ONCE companies and its Foundation. The mission of Ilunion Hotels is to offer customers an excellent, innovative and sustainable experience, with the commitment of a unique human team. Its vision is to continue proving to the sector, its shareholders and society, that success can be achieved through a unique and sustainable business model which combines economic and social profitability. Furthermore, among the main values of this social company, are labour integration of PWD, quality and customer orientation, integrity, openness to physical and communication barriers, excellence, commitment and responsibility with a diverse society (Ilunion Hotels, 2022).

This company is also the first hotel chain in Spain with the EFQM 500+ European Seal of Excellence (the highest level of this certificate). Moreover, focused on the importance given to accessible tourism as it has been exposed before, all the Ilunion Hotels establishments are also certified in accessibility (UNE 170001-2) and the QSostenible seal. Among their 29 hotels, they currently have 12 Special Employment Centres (protected employment tools of the Spanish

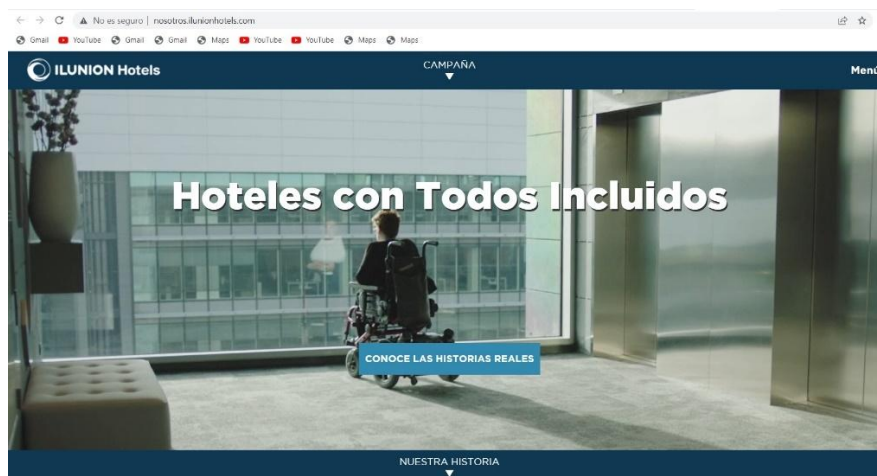
legislation, oriented to promote labor inclusion and the improvement of the employment situation of PWD, Gutiérrez-Martínez et al., 2021), in which more than 70% of their employees are PWD. Moreover, this social company is working on a global strategy to promote the transformation of all its hotels into Special Employment Centres (see Ilunion Hotels, 2022).

Finally, it is necessary to say that, before the COVID-19 crisis, this hotel chain turnover was 117 million euros and their average workforce was 1243 employees (40% of them were PWD) in the year 2019. Although the pandemic was a difficult challenge (as for all the tourist sector), and some hotels of this chain had to temporarily close in the worst periods of the crisis, their solid social business project, and the economic recovery initiated, have allowed that this company could even open a new hotel in Barcelona in 2022 (Ilunion Hotels, 2022).

*The “Hotels with all inclusive” campaign.*

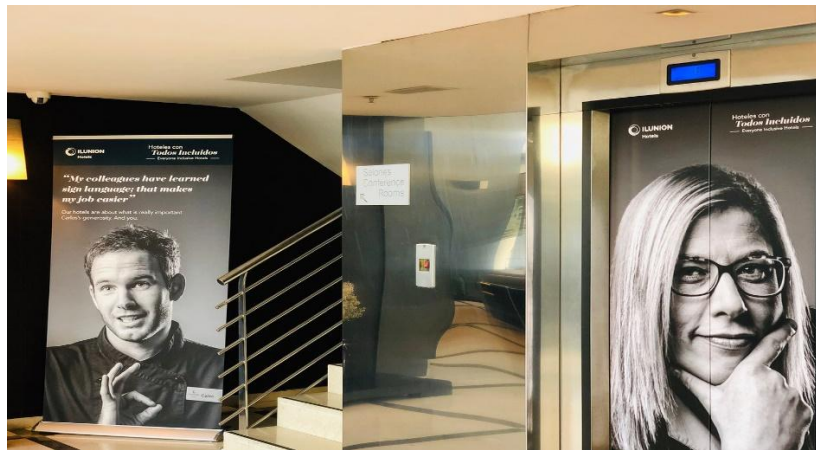
In this subsection, we are going to describe the CSM campaign “Hotels with all inclusive” (“Hoteles con todos incluidos” in Spanish), developed by Ilunion Hotels during the years 2019 and 2020. Thus, it is the most important recent campaign of this company (although they have developed other CSM and CSR actions in the last few years) and part of their corporative slogan. In this sense, it is located in the main webpage of the company (Figure 2), and it is also physically present in all their hotels, which are themed with posters and different merchandising related to this campaign (see Figure 3).

Figure 2. *Ilunion Hotels web*



Source: *Ilunion Hotels (2022)*

Figure 3. “Hotels with all inclusive” themed facilities



Source: Ilunion Hotel Aqua 4, Valencia (2022)

Focusing on the content of the different videos and online material developed to carry out this CSM campaign, the following aspects can be highlighted, according to the content analysis methodology carried out by Galán-Ladero and Rivera (2021).

Thus, regarding to the message, four workers with disabilities tell their disability situation in detail with absolute normality (the characteristics, or the main causes and consequences). Furthermore, they also describe the experience working in this social company, how they feel included as any other Ilunion Hotels worker (with or without disabilities), with the aim of normalizing disability (and also develop an inclusive image, valued by clients, employees and possible workers with disabilities, consolidating employer branding).

The positive and emotional tone of the “Hotels with all inclusive” campaign is strengthened with a really personal style. It is achieved developing deep interviews to these four workers with disabilities (who open their feelings) and emotive classical music. Furthermore, the graphic design is colourful and optimistic (in spite of the fact that some disability problems are exposed in detail, they are faced with normality and in a positive way). As it has been said before, there are several videos as part of this CSM campaign, all with similar characteristics.

Moreover, although the targeted audience is mainly the general public (the main objective is to fight against the social stigma suffered by PWD in the labour market, as well as promoting positive coping responses to it in PWD), especial interest is shown in the stakeholders of the company. Thus, it can be highlighted the customers, but also the Ilunion Hotels workers (and even potential employees as it has been exposed before), to show the social concerns of this company (it has to be remembered that one their mission is the labour inclusion of PWD).

The hashtag usually used in this campaign is “#HotelesConTodosIncluidos”. In Table 4 it can be found the main online communication actions developed about this CSM campaign in the most important social media platforms (that is to say, Facebook, Twitter, Instagram and YouTube, according with authors such as Smith et al., 2012, or Sánchez-Cobarro et al., 2021).

Table 4. *Social media platform, publication and consultation date of the different communication actions*

Nº	Social media platform	Publication date	Consultation date	Link
1	Facebook	22/01/2019	15/11/2021	<a href="https://www.facebook.com/ilunionhotels/videos/348198619105953">https://www.facebook.com/ilunionhotels/videos/348198619105953</a>
2	Facebook	15/04/2019	25/11/2021	<a href="https://www.facebook.com/ilunionhotels/videos/578719019203953/">https://www.facebook.com/ilunionhotels/videos/578719019203953/</a>
3	Facebook	01/04/2019	25/11/2021	<a href="https://www.facebook.com/ilunionhotels/videos/287219585547471/">https://www.facebook.com/ilunionhotels/videos/287219585547471/</a>
4	Facebook	24/02/2019	25/11/2021	<a href="https://www.facebook.com/ilunionhotels/videos/384796508979601/">https://www.facebook.com/ilunionhotels/videos/384796508979601/</a>
5	Facebook	04/02/2019	23/11/2021	<a href="https://www.facebook.com/ONCE.org/videos/381904552595604/">https://www.facebook.com/ONCE.org/videos/381904552595604/</a>
6	Facebook	26/12/2018	23/11/2021	<a href="https://www.facebook.com/ONCE.org/videos/209315190005068/">https://www.facebook.com/ONCE.org/videos/209315190005068/</a>
7	Twitter	29/04/2019	20/11/2021	<a href="https://twitter.com/search?q=(%23TodosIncluidos)%20(from%3Ailunionhotels)&amp;src=typed_query&amp;f=top">https://twitter.com/search?q=(%23TodosIncluidos)%20(from%3Ailunionhotels)&amp;src=typed_query&amp;f=top</a>
8	Instagram	15/04/2019	25/11/2021	<a href="https://www.instagram.com/tv/BwSjtUEnia7/">https://www.instagram.com/tv/BwSjtUEnia7/</a>
9	Instagram	06/05/2020	25/11/2021	<a href="https://www.instagram.com/tv/B_12BOajDfq/">https://www.instagram.com/tv/B_12BOajDfq/</a>
10	Instagram	12/05/2020	26/11/2021	<a href="https://www.instagram.com/tv/CAfhGzCDhLz/">https://www.instagram.com/tv/CAfhGzCDhLz/</a>
11	Instagram	28/05/2020	26/11/2021	<a href="https://www.instagram.com/tv/CAvLwOXDov3/">https://www.instagram.com/tv/CAvLwOXDov3/</a>
12	YouTube	03/06/2019	21/11/2021	<a href="https://www.youtube.com/watch?v=ndS9k4oaJRE&amp;t=23s">https://www.youtube.com/watch?v=ndS9k4oaJRE&amp;t=23s</a>

Source: Own elaboration with Facebook, Twitter, Instagram and YouTube data.

In order to analyze the online impact of this campaign, in Table 5 we could find the total number of views and engagement rates (measured following the authors previously quoted), comparing the total interactions (shares/retweets, comments and likes, discounting the dislikes when it was necessary), with the number of total views of each communication action in the most important social media platforms. Thus, following the general recommendations about engagement rates, it is considered a high engagement rate if it is more than 3.5%, acceptable if it is between 1 and 3.5% and low if it is under 1%. Therefore, it is remarkable the high general engagement rates in all the social media platforms considered (except an acceptable level in YouTube, although the higher absolute number of views is observed in an action of this platform,

the number 12). It is also outstanding the higher figures in Twitter and, especially, in Instagram, with almost 20% of engagement rates for some communication actions.

Table 5. *Social media information and engagement rates*

Nº	Social media platform	Views	Likes	Dislikes	Shares / Retweets	Comments	Engagement Rate	Engagement Level
1	Facebook	3061	88	N/A <sup>1</sup>	76	4	5.49%	High
2	Facebook	519	30	N/A <sup>1</sup>	10	0	7.71%	High
3	Facebook	598	22	N/A <sup>1</sup>	15	0	6.19%	High
4	Facebook	1621	37	N/A <sup>1</sup>	43	0	4.94%	High
5	Facebook	3495	113	N/A <sup>1</sup>	121	3	6.78%	High
6	Facebook	3405	103	N/A <sup>1</sup>	104	0	6.08%	High
7	Twitter	171	13	N/A <sup>1</sup>	6	1	11.70%	High
8	Instagram	220	42	N/A <sup>1</sup>	N/A <sup>1</sup>	0	19.09%	High
9	Instagram	417	81	N/A <sup>1</sup>	N/A <sup>1</sup>	2	19.90%	High
10	Instagram	461	68	N/A <sup>1</sup>	N/A <sup>1</sup>	1	14.97%	High
11	Instagram	435	66	N/A <sup>1</sup>	N/A <sup>1</sup>	0	15.17%	High
12	YouTube	4408	48	1	N/A <sup>1</sup>	2	1.11%	Acceptable

<sup>1</sup> Not available because this social media platform does not include this variable.

Source: Own elaboration with Facebook, Twitter, Instagram and YouTube data.

Grouping the figures of all the communication actions of the different social media platforms (and calculating, this way, the engagement rates in an aggregate manner), Table 6 reinforces what has been observed in Table 5. However, it could be pointed out that, adding all the views of the different communication action, Facebook has a higher number of views than YouTube.

Table 6. *Social media information and engagement rates grouping by social media platform*

Social media platform	Views	Likes	Dislikes	Shares / Retweets	Comments	Engagement Rate	Engagement Level
Facebook	12699	393	N/A <sup>1</sup>	369	7	6.06%	High
Twitter	171	13	N/A <sup>1</sup>	6	1	11.70%	High
Instagram	1533	257	N/A <sup>1</sup>	N/A <sup>1</sup>	3	16.96%	High
YouTube	4408	48	1	N/A <sup>1</sup>	2	1.11%	Acceptable

<sup>1</sup> Not available because this social media platform does not include this variable.

Source: Own elaboration with Facebook, Twitter, Instagram and YouTube data.

Finally, it is necessary to highlight that the Ilunion Hotels campaign “Hotels with all inclusive” continues with the positive message about disability and labour market of other SM actions such as the campaign “Working is a story”, developed by ONCE Foundation in 2019 (see Cruz-Morato and Dueñas-Zambrana, 2021). This positive view of the situation, focusing on the problem with normality and avoiding blaming the society about their social stigma (as it happened in the SM campaign “Don’t be my limit” of ONCE Foundation in 2016) seems to be more effective to really fight this kind of discrimination, and not perpetuate it, improving positive coping responses as well. Furthermore, the engagement of the Ilunion Hotels campaign seems to be far higher than the other ones (although the absolute number of views is higher in the ONCE Foundation campaigns).

### **Conclusions:**

- The most important problem of PWD in the labour market still seems to be their labour exclusion (in developing and developed countries, such as Spain, and in all industries, especially in tourism sector, where labour conditions are very difficult). The social stigma about disability and the coping responses to it are key elements to understand this situation.
- CSM, as well as SM, are useful and powerful tools to overcome the problem in a solid and sustainable manner (changing behaviors in all society, employers, clients and potential or current workers with disabilities).
- The Spanish social company Ilunion Hotels is a global reference in accessible tourism and the labour inclusion of PWD, having implemented CSM strategies in this sense, among other human resources and CSR interventions. Thus, it is observed the importance of social business to promote SM interventions that could face social challenges.
- According to the previous points, their most important CSM campaign “Hotels with all inclusive” is a good example to study. Thus, it has been analyzed their main physical and online elements, studying the kind of message, tone, music, graphic design, targeted audience, or the main social media platform used. It is highlighted the high engagement rates observed and the positive orientation of this campaign (which would be more adequate to fight the social stigma and promote coping responses, rather than a negative or blaming perspective).

- Dealing with this issue would help to promote a better post-pandemic world, strongly based on equality and sustainable growth, according to the SDGs number 10 (Reduce Inequalities) and number 8 (Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all).

**Discussion questions:**

1. Why do you think that the labour conditions in tourism sector are more difficult, especially for people with disabilities?
2. Do you consider that Corporate Social Marketing is as useful as Social Marketing to improve the labour inclusion of people with disabilities? Which risks do you think Corporate Social Marketing interventions have? Provide strong reasons.
3. What are the main differences between a social company as Ilunion hotels and the Corporate Social Responsibility actions carried out by a traditional company? Give a full explanation.
4. Based on the case information, explain the main reasons why a positive orientation of the campaign could be more adequate to fight the social stigma and promote coping responses, rather than a negative or blaming perspective.
5. Do you agree that this topic is related to SDGs 10 and 8? What other SDGs you consider could it be related to? Reason why.

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### **Teaching/classroom notes:**

1. *Why do you think that the labour conditions in tourism sector are more difficult, especially for people with disabilities?*

As it has been exposing, jobs in the tourism sector are normally of low quality (rigid hours and timetable, long working hours and highly changing working conditions). Possible reasons that the students would provide are the following: a) it is a highly demanding service; b) there are different segment of clients, with particular needs and requirements; c) competition is really high, there are a lot of companies; d) it is usually a physically hard job; or e) there are peaks in demand in which the pace of work is too high (seasonality in the sector). These circumstances are even more difficult for PWD due to the needs of adaptation to the position that are not always faced by the companies.

2. *Do you consider that Corporate Social Marketing is as useful as Social Marketing to improve the labour inclusion of people with disabilities? Which risks do you think Corporate Social Marketing interventions have? Provide strong reasons.*

Corporate Social Marketing is a type of Social Marketing, so it could be as useful as it (even more, due to the potential impact of their actions among their clients), if it is well planned and implemented, and always that the objectives of the Corporate Social Marketing campaign would be similar than the company. If they are very different, people could suspect and the campaign would be a failure (it could even damage the image of the company).

3. *What are the main differences between a social company as Ilunion hotels and the Corporate Social Responsibility actions carried out by a traditional company? Give a full explanation.*

Ilunion Hotels is a social company (therefore, it has not only economic objectives, but also social ones). CSR is about the responsible actions that companies have in the development of their economic objectives, but it does not imply that their main objectives (mission) include social aspects.

4. *Based on the case information, explain the main reasons why a positive orientation of the campaign could be more adequate to fight the social stigma and promote coping responses, rather than a negative or blaming perspective.*

A negative message and orientation, which could be blaming the rest of society of the situation of labour exclusion of PWD, would be useless fighting this social stigma (it could even reinforce it). That is because it is a way to confront PWD with the rest of society, instead of focusing on the lack of information about this issue and the need of normalization and empathy. So that, a positive approach, facing the situation from normality and in a proactive way, could help to fight better against discrimination and improve positive coping responses on PWD.

5. *Do you agree that this topic is related to SDGs 10 and 8? What other SDGs you consider could it be related to? Reason why.*

Regarding what the student considers more appropriate, the most important thing is that they adequately justify their answer. Although objectives number 10 (Reduce Inequalities) and 8 (Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all) seems to be the more related with this issue, other SDGs could also be directly or indirectly involved