Business Intelligence as an Enabler of Corporate Social Responsibility and Sustainable Tourism Entrepreneurship in Jordan

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Abstract

Tourism is increasingly required to balance economic growth with environmental, social, and cultural responsibilities. In this context, sustainable tourism entrepreneurship in Jordan can benefit from the integration of Corporate Social Responsibility (CSR) and Business Intelligence (BI) as complementary mechanisms for responsible and data-driven decision-making. This conceptual paper examines how BI can enable CSR practices and support sustainable tourism entrepreneurship by improving access to relevant information, strengthening performance monitoring, and supporting evidence-based decisions related to environmental conservation, community involvement, cultural heritage protection, and tourism competitiveness. Drawing on relevant scholarly literature and illustrative examples from the Jordanian tourism sector, the paper develops a conceptual framework in which BI capabilities—data integration, analytics, dashboards and performance indicators, decision support, and predictive analytics—strengthen the implementation and evaluation of CSR practices. The paper also discusses opportunities and challenges associated with integrating BI into responsible tourism strategies in Jordan and provides implications for policymakers, tourism entrepreneurs, local communities, and researchers. The proposed perspective highlights the potential of data-driven CSR to support more sustainable, competitive, and community-oriented tourism development in Jordan.

Keywords

Business Intelligence, Corporate Social Responsibility, Jordan, Sustainable Tourism Entrepreneurship, Sustainable Development.