



CSR Implementation in the Development of Educational Tourism at Surabaya Zoo

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ABSTRACT

This study aims to analyze the implementation of Corporate Social Responsibility (CSR) in the development of educational tourism at the Surabaya Zoo. Within the context of sustainable tourism, CSR serves as a crucial strategy for integrating environmental, social, and economic aspects into tourism destination management. This research employs a qualitative approach using a descriptive method based on a literature review of relevant journals and scholarly sources. The findings indicate that CSR implementation at the Surabaya Zoo is reflected in the strengthening of wildlife conservation functions, the delivery of experiential learning-based educational programs, and the social and economic empowerment of the surrounding community. These initiatives demonstrate an integration of the "people, planet, and profit" principles in supporting the destination's sustainability. Nevertheless, optimizing governance, ensuring program transparency, and strengthening stakeholder collaboration remain necessary to enhance the long-term effectiveness of CSR implementation. Thus, the Surabaya Zoo holds the potential to serve as a model for conservation-based educational tourism development that aligns with sustainable tourism principles.

Keywords: *Corporate Social Responsibility (CSR), Educational Tourism, Sustainable Tourism, Wildlife Conservation, Surabaya Zoo, Community Empowerment.*

Background

Tourism is a strategic sector that contributes significantly to economic growth and social development. However, the expansion of tourism also brings challenges, such as environmental degradation resulting from poor management. Such environmental degradation inevitably impacts the local economy and socio-cultural conditions (1). Consequently, the concept of sustainable tourism development is crucial for ensuring a balance between

economic benefits, environmental preservation, and community well-being.

Corporate Social Responsibility (CSR) represents an organization's commitment to conducting business activities that are not solely profit-oriented but also take social and environmental dimensions into account. CSR can be understood as a company's ongoing commitment to ethical operations and to contributing to development in ways that improve the quality of life for the workforce and their families, while simultaneously benefiting local communities and society at large. Therefore, CSR is closely linked to efforts to achieve sustainable development across economic, social, and environmental spheres (2).

In the tourism sector, CSR serves as a vital strategy for fostering sustainable destinations through environmental preservation, the enhancement of the educational value of tourism, and the empowerment of local communities. Consequently, implementing CSR within the tourism industry not only cultivates a positive organizational image but also plays a tangible role in driving tourism development grounded in sustainability principles. Zoos represent a form of man-made tourist attraction that serves a dual function: a recreational venue and a center for wildlife conservation and education (3).

Surabaya Zoo is one of Indonesia's largest destinations for wildlife education and conservation; it functions not only as a site for recreation, education, and wildlife preservation but also continually enhances its appeal by offering various attractions and supporting programs designed to enrich the visitor experience (3). Thus, the development of this destination relies not merely



on its animal collection but also on innovative activities that heighten both its educational and recreational value.

Given these characteristics, zoos possess significant potential to integrate CSR principles into their management, particularly in supporting sustainable conservation and educational functions. However, academic studies specifically addressing CSR implementation at conservation-based educational tourism destinations such as zoos remain relatively limited. Most CSR research within the tourism sector has focused on hotels, resorts, and large-scale tourism enterprises. This situation highlights a research gap regarding CSR implementation in the development of educational tourism at the Surabaya Zoo. Therefore, this study is crucial for analyzing how CSR is implemented in the development of educational tourism at the Surabaya Zoo and assessing its contribution to strengthening sustainable conservation and educational functions.

Literatur Review

The Concept of Corporate Social Responsibility (CSR)

Corporate Social Responsibility (CSR) represents a company's commitment to conducting business activities that are not solely profit-oriented but also sustainably address social and environmental aspects. Companies must align their efforts with societal expectations to optimize their operational activities (4). This underscores the fact that a company's existence is inseparable from its social responsibility toward the surrounding environment.

In recent studies, the concept of Corporate Social Responsibility was first introduced by Howard Rothmann Bowen in his 1953 work, *Social Responsibility of the Businessman*; the concept emphasized the importance of integrating social concern into corporate business operations (5). Since then, CSR has evolved into a vital component of modern business practice. Companies no longer focus exclusively on profit generation; instead, they cultivate harmonious interactions with various internal and external stakeholders such as employees, shareholders, the government, the general public, and local communities.

Furthermore, research by Zalyanti & Zein (2026) confirms that Corporate Social Responsibility (CSR) has

become a crucial paradigm in modern business practice. CSR is no longer viewed merely as philanthropic activity distinct from core operations; rather, it has developed into a more comprehensive approach that emphasizes social development, environmental stewardship, and ethical considerations. Consequently, the evolving concept of CSR extends beyond general social and environmental concerns to hold relevance across various sectors, including tourism. In the tourism context, CSR is understood not simply as charitable giving, but as a long-term strategy to ensure the sustainability of destinations and maintain stakeholder relationships.

CSR in Tourism

In the tourism industry CSR plays a vital role in maintaining destination sustainability and enhancing both the destination's image and tourist loyalty. The concept of CSR has evolved over time to become an integral part of corporate operations within the tourism industry. International tourism businesses are increasingly prioritizing issues such as environmental protection, ensuring fair working conditions for employees, and actively promoting the well-being of local communities. The symbiotic relationship between the travel and tourism sector and local residents significantly impacts the region's economic and social growth (6). Research in the tourism sector also indicates that CSR implementation not only positively impacts local community empowerment but also plays a crucial role in achieving socially, economically, and environmentally sustainable tourism (7).

Accordingly, CSR practices undertaken by tourism industry stakeholders have been shown to positively influence tourist satisfaction and the intention to revisit. Furthermore, CSR implementation in the tourism sector can boost public trust and strengthen the relationship between the destination and the local community. Thus, CSR serves as a strategic factor in enhancing the competitiveness and sustainability of tourism destinations.

Educational Tourism



Educational tourism is a form of tourism that combines recreational activities with the learning process. It integrates tourism activities with educational aspects, where the activities undertaken possess educational value aimed at deepening the understanding gained within the classroom (8). This concept emphasizes that tourism activities are not merely oriented toward entertainment but also toward the transfer of knowledge and learning experiences.

Theoretically, educational tourism is linked to the experiential learning approach a learning process based on direct experience. Through active engagement in activities at a destination, tourists gain a more contextual and applicable understanding compared to purely theoretical learning. This approach is considered capable of enhancing visitor engagement, motivation, and the retention of the material presented.

Education-based tourism destinations such as zoos, conservation parks, museums, and tourism villages play a strategic role in supporting the learning process while instilling specific values in visitors. Studies indicate that these destinations contribute to raising environmental awareness and fostering pro-environmental behavior. Furthermore, educational tourism contributes to the development of tourists' cognitive, affective, and psychomotor aspects. Thus, from a literature review perspective, educational tourism can be understood as an integration of the tourism and education sectors that offers dual benefits: serving as both a means of recreation and a medium for learning that supports sustainable tourism development.

CSR in Educational Tourism and Conservation

Corporate Social Responsibility (CSR) within the realm of educational tourism and conservation manifests as a corporate commitment implemented through wildlife conservation programs, the provision of educational interpretation facilities, local community engagement, and partnerships with educational institutions. Conservation-based educational programs play a pivotal role in raising awareness and fostering environmentally friendly behavior

among visitors through interactive, experiential learning processes.

In the context of community-based conservation, CSR implementation focuses not only on environmental protection but also on social empowerment and the strengthening of the local economy. For instance, the community conservation program in Sarimulyo Village supported by the CSR initiatives of PT Pertamina Patra Niaga's Boyolali Fuel Terminal demonstrates that active community involvement in environmental preservation efforts can yield positive, sustainable impacts across ecological, social, and economic dimensions (9). Through this program, the community receives training, mentoring, and the necessary facilities to utilize natural resources wisely while simultaneously safeguarding biodiversity. This success is reflected in improved community well-being and the preservation of the environment, thereby creating a synergy between conservation and local economic development.

Furthermore, transparency and accountability in the management of conservation destinations serve as key indicators for assessing the success of CSR implementation in the educational tourism sector. Open and responsible management fosters public trust, strengthens community participation, and ensures the long-term sustainability of the program. Thus, CSR in educational tourism and conservation functions not merely as an environmental preservation strategy, but also as an instrument for community empowerment and the strengthening of sustainable destination governance.

Research Method

This study employs a qualitative approach with a descriptive method, aiming to analyze the implementation of Corporate Social Responsibility (CSR) in the development of educational tourism at the Surabaya Zoo from both conceptual and theoretical perspectives. A qualitative approach was selected because the study focuses on gaining an in-depth understanding of CSR concepts, principles, and practices within the context of sustainable tourism specifically regarding conservation- and education-based tourism destinations.



The study utilizes a descriptive qualitative research method, with data collected through a literature review of journals, scientific articles, and relevant news reports. The literature selected is pertinent to the research topic and focuses on sampling systems within research methodology; the material was subsequently analyzed to yield the necessary information (10).

This research is classified as a library study, relying primarily on secondary data. The data obtained were analyzed through processes of reduction and theoretical synthesis to link CSR concepts with educational tourism development practices. The findings from this analysis are used to address the research problem and offer academic implications for the development of education- and conservation-based tourism destinations.

Results and Discussion

Overview of Surabaya Zoo

Surabaya Zoo (KBS) serves not only as a recreational tourist attraction but also as a strategic hub for wildlife conservation education in East Java. In practice, Corporate Social Responsibility (CSR) initiatives act as a vehicle to improve facility quality, expand the reach of public education, and support environmental sustainability at the site.

Several private companies and State-Owned Enterprises (SOEs) have implemented CSR programs at KBS, contributing to wildlife preservation and environmental education. According to Antara News (2021), three SOEs PT Pelindo III, PT Indosat Tbk., and Bank Rakyat Indonesia (BRI) have provided support through CSR programs involving facility upgrades and collaborative activities that foster the zoo's development. This support reflects corporate sector involvement in strengthening KBS's role as a regional destination for conservation and educational tourism.

Additionally, PT Suparma Tbk. has conducted a CSR program at Surabaya Zoo themed "Caring For Animals, Caring For Earth," aiming to introduce the concept of sustainability to the public and visitors. The program encompasses the provision of supporting facilities, tree-planting activities, and direct educational initiatives

that encourage visitors to understand the importance of wildlife and environmental conservation (11).

Thus, CSR involvement at KBS not only enhances tourism facilities but also expands opportunities for visitors to learn about conservation and sustainable lifestyles.

CSR Implementation in Environmental Conservation

The implementation of Corporate Social Responsibility (CSR) at Surabaya Zoo is reflected in the strengthening of its conservation function a primary responsibility for a wildlife-based destination. As a conservation institution, the zoo holds both moral and operational obligations to ensure the preservation of wildlife, particularly rare and protected species. Efforts such as animal care, improved habitat management, and breeding programs represent tangible forms of social responsibility toward the environment (the "planet").

Furthermore, area management that prioritizes cleanliness, greening initiatives, and the provision of information on environmental conservation demonstrates that sustainability has become an integral part of destination management. This approach aligns with the principles of sustainable tourism development, which balance economic needs with ecosystem preservation.

CSR Implementation in Educational Tourism Development

Regarding the educational aspect, CSR at Surabaya Zoo is manifested through various learning programs that offer added value to visitors. The provision of interpretive signage, school visit programs, conservation education activities, and environmental awareness campaigns represents a form of social responsibility aimed at enhancing public literacy.

An experiential learning approach enables visitors to gain firsthand understanding through interaction with the animals' environment. Consequently, tourism activities serve not merely as recreation but also as a means to foster ecological awareness. CSR implementation in this area plays a crucial role in instilling environmental stewardship



values in the younger generation as part of long-term sustainability efforts.

CSR Implementation in Social and Economic Empowerment

From a socio-economic perspective, Surabaya Zoo contributes to the surrounding community by creating jobs and business opportunities. The presence of MSMEs (Micro, Small, and Medium Enterprises) in the vicinity of the tourist area demonstrates the economic impact generated by tourism activities. This reflects CSR implementation across the "people" and "profit" dimensions, where the destination's presence supports local community well-being.

Furthermore, collaborations with educational institutions, community groups, and other stakeholders strengthen social ties between the zoo management and the public. This harmonious relationship indicates that CSR initiatives are not solely focused on organizational image but also on sustainable social development.

Analysis of CSR Integration from a Sustainable Tourism Perspective

A review of the literature reveals that CSR implementation at Surabaya Zoo demonstrates an integration of environmental, social, and economic aspects. These three dimensions mutually reinforce one another to create a sustainable educational tourism destination. CSR does not operate as a standalone program; rather, it is integrated into the zoo's core functions as a conservation and educational institution.

This demonstrates that conservation-based tourism destinations possess significant potential for the comprehensive implementation of CSR principles. Through transparent and accountable management, CSR implementation can serve as a long-term strategy to bolster the destination's competitiveness and sustainability. Although CSR implementation at the Surabaya Zoo demonstrates an integration of environmental, social, and economic aspects, program governance needs to be further optimized through more transparent and measurable

reporting systems. Periodically publishing CSR activity reports, evaluating program impacts, and involving stakeholders in monitoring and evaluation processes can enhance management accountability. Such transparency is crucial for building public trust while ensuring that CSR programs genuinely deliver sustainable benefits to the environment and the surrounding community.

Conclusion

Based on the results and discussion, it can be concluded that the implementation of Corporate Social Responsibility (CSR) at Surabaya Zoo is integrated with its functions of conservation, education, and community empowerment. Regarding the environmental aspect, CSR is manifested through wildlife preservation and habitat management that support ecosystem sustainability. In terms of education, CSR plays a role in enhancing visitors' environmental literacy and awareness through an experiential learning approach. Meanwhile, regarding social and economic aspects, the presence of the zoo positively impacts the well-being of the surrounding community.

Overall, CSR implementation at Surabaya Zoo demonstrates that conservation-based tourism destinations can serve as a model for sustainable tourism development that integrates the principles of people, planet, and profit. Therefore, strengthening governance and program transparency, as well as fostering collaboration with various stakeholders, must be continuously pursued to ensure the long-term sustainability of its conservation and educational functions.

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