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**AT THE VANGUARD OF CR IN THE CARIBBEAN? A CASE STUDY OF  
CORPORATE RESPONSIBILITY AT THE ALMOND BEACH RESORTS**

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**ABSTRACT**

The implementation of sustainable development principles and the strategic business practice of corporate responsibility (CR) have always been a challenge to many developing countries (Wood, 1993; Mowforth & Munt, 1998; Tosun, 2001). While nations and corporations in all sectors of the developed North have embraced sustainability goals and CR practices, the up take of similar practices appear to be slow in developing countries (Carvalho, 2001; Tosun, 2001; Vives & Peinado- Vara, 2003). Specifically, the adoption of sustainable *tourism* development in developing countries appears to present a challenge, due in part to the socio-political context in which environmental and social issues are subordinated to economic priorities and to the perceived inequities in the structure of the international tourism system (Britton, 1996; Diaz, 2001). This paper seeks to address the gap that exists in a still emerging research literature on corporate responsibility (CR) in the tourism sector (Font and Harris 2004). The site for the study is the English-speaking Caribbean. CR has been given very little attention by corporations across most productive sectors in this region (Dick-Forde, 2005). However, despite the slowness of most sectors to embrace CR in their business approach, some tourism businesses in the Caribbean have attained world recognized Green Globe certification. One such business is Almond Beach Resorts in Barbados. This paper investigates the reasons for and the process involved in Almond pursuing Green Globe certification using a political economy theoretical approach to inform the investigation and analysis for the study. The paper also explores the extent to which the process of obtaining and maintaining this certification is linked to the pursuit of CR. The case study employs data collection methods of content analysis of Almond's annual reports and other corporate publications, combined with semi-structured interviews with its management and staff to seek answers to these issues.