

## The Empirical Study on the Role of Ethics in Hospitality Industry

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Hospitality is treating people like you would want to be treated when you are travelling. In other words, it means making a tourist feel totally welcome not only as your guest, but also the guest of the complete family of the Hotel. Hospitality is genuine smiling face.

Hospitality can be termed as a deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and the public i.e., the business of making and keeping friends, and promoting an atmosphere of better understanding. As per the Oxford Dictionary Hospitality is defined as "Reception and entertainment of guests, visitors, or strangers with liberality and goodwill." The word hospitality is derived from the Latin word "Hospitalities". Hospitality activity covers everything - providing attentive and courteous services, facilities and amenities to a traveller, meeting and greeting him at the door, providing efficient and caring service of food and beverage to him in his room i.e., providing "A Home away from Home", and making his visit a memorable and pleasant experience. Reception, welcome and, in general, the treatment of a guest or a stranger in the friendliest manner is Hospitality. In most of the countries all over the world a guest is received with a great amount of courtesy and warmth and is provided with entertainment. The basic concept of Hospitality is to make the guest feel that he has come amongst friends and that GUESTS ARE ALWAYS WELCOME. The hospitality can be defined as a "a Dimension of the travel and tourism industry encompassing the lodging and foodservice industry."

Ethics is a branch of philosophy that studies the difference between right and wrong. All of us have opportunities to choose between right and wrong every day, we see in the business press, getting it wrong can lead to serious consequences, including corporate failure, loss of reputation, fines or even jail sentences. Etymologically the term "ethics" correspond to the Greek word "ethos" which means character, habit, customs, ways of behaviour, etc. Ethics is also called "moral philosophy". The word "moral" comes from Latin word "mores" which signifies customs, character, behaviour, etc. Thus, ethics may be defined as the systematic study of human actions from the point of view of their rightfulness or wrongfulness, as means for the attainment of the ultimate happiness. It is the reflective study of what is good or bad in that part of human conduct for which human has some personal responsibility. In simple words ethics refers to what is

good and the way to get it, and what is bad and how to avoid it. It refers to what ought to be done to achieve what is good and what ought not to be done to avoid what is evil.

As a philosophical discipline, ethics is the study of the values and guidelines by which we live. It also involves the justification of these values and guidelines. It is not merely following a tradition or custom. Instead, it requires analysis and evaluation of these guidelines in light of universal principles. As moral philosophy, ethics is the philosophical thinking about morality, moral problems, and moral judgements. Hospitality is the relationship between guest and host, or the act or practice of being hospitable. Specifically, this includes the reception and entertainment of guests, visitors, or strangers, resorts, membership clubs, conventions, attractions, special events, and other services for travellers and tourists. The hospitality industry consists of broad category of field, within the service industry that includes lodging restaurants, event planning, theme parks, transportation cruise line, and additional fields within the tourism industry. The hospitality industry is a several billion Dollar industry that mostly depends on the availability of leisure time and disposable income.

Employees constitute one of subtle human resources available to an organization that when well utilized can result to an immense success of an organization both in terms of expansion and profitability. One of the mechanisms of harnessing employees' abilities is by orienting them to a common organizational behaviour based on a common prescribed organizational code of ethics. In the context of this research proposal, ethics refers to standards of behaviours or conducts. It entails evaluating individual values, possession of knowledge on communal principles, and individual standards (Beran, 2009, p.987). It also entails the development of the capacity to make well-informed choices and the realization of the impacts of the choices made both in short-term and long-term basis. Ethical practices in hotels help hoteliers ensure guest and employee satisfaction while protecting the brand's reputation. Fostering an environment based on mutual respect between guests and staff is crucial for ongoing success. provide an organization with more opportunity to attract new clients, maintain loyal customers, stand apart from the competition, and grow in revenue.

**AIM:**

The Empirical Study On The Role Of Ethics In Hospitality Industry

**OBJECTIVES:**

- To study the impact of ethical behaviour on guest satisfaction and loyalty.
- To study about the aspects of protecting and building company's reputation.
- To study about present the best work quality in hospitality services.

**LIMITATIONS:**

General public and hotels of Nagpur city is included in this study.

**PURPOSE OF STUDY:**

The purpose of doing research on the role of ethics in the hospitality industry is to gain insights into how ethical practices can positively impact various aspects of the industry. By understanding the importance of ethics, you can contribute to creating a more sustainable, inclusive, and trustworthy hospitality industry. "Exploring ethics, in the hospitality sector involves examining how moral principles influence areas like customer happiness, staff conduct and overall business prosperity. The goal is to recognize dilemmas set standards for behaviour and promote a culture of ethics within the industry. This study plays a part, in shaping an socially conscious hospitality field". My research can help highlight the benefits of ethical practices and guide industry professionals in making informed decisions that prioritize guest satisfaction, employee well-being, and overall sustainability. It's an exciting opportunity to make a positive difference in the industry.

(Knani, 2014)

Practitioners in the hospitality sector rate ethics as one of the most important issues faced by the industry. Many scholars argue that the hospitality sector is open to frequent unethical practices. Managers and employees, due to intensive face-to-face interactions with clients, confront many ethical dilemmas in their day-to-day operations. Previous research confirms that a positive ethical climate nurtures a healthy organization by increasing manager and employee job satisfaction, enhancing customer experience, and increasing the organization's profit.

Despite its crucial role, studies on ethics in the hospitality industry are limited compared to those undertaken in the more general business area. This manuscript reviews the literature on ethical perceptions and practices among hospitality managers, employees and students (future professionals), and proposes a research agenda. This critic review intends to increase awareness and knowledge on the importance of this issue and give some orientations for scholars towards several important topics for future research in the area of hospitality ethics.

(Morch, 2021)

As a professional manager in the hospitality industry, you should make sure to apply these fundamental ethics within your facility's conditional case:

- **Respect:**

A significant hospitality ethics factor is showing respect to your customers, in any sector, when talking, serving, booking, and making check-ins and outs to conduct good marketing, awareness, trust, and increasing the ethical impression that encourages people to return. on the other hand, the ethics of hospitality managers must also show as much as possible respect to their working staff, as this will boost their loyalty and give customers a tremendous and cited image of your management techniques. Respect is a crucial component of any successful workplace. But, in the hospitality industry, it can easily feel like respect should be at the forefront of everything you do. It's an industry that requires you to work with a variety of different people every day, from a rotating staff that typically works on shifts, to different customers and guests who you might see once or twice. It's not enough to just talk about respect or tell your employees how important it is. While educating your staff on respect (which we'll talk more about later), setting an example from a leadership position is the best way to make sure you're creating the right

environment for your establishment. Respect can help to reduce stress in the workplace while increasing understanding and productivity.

Your customers are, of course, the bread and butter of your business. Whether you manage a hotel, bed, and breakfast, or a restaurant/bar inside a facility, showing respect to your customers will keep you on a path of success. The customer may not always be right, but treating them with respect and putting their needs first will help to keep them happy. The best way to show respect to your customers and guests is the same way you show respect to your staff – listen. If they have a problem, show them that their concerns are valid by listening. Then, do whatever it takes to solve their problem. Even if something can't be rectified, if the customer sees you're doing everything in your power to make things better, they're likely to be calm and more content.

(Hoare, 2023)

#### ▪ **Commitment to the Quality:**

Ethics in hospitality management reflects aiming to present the best work quality in management, services, cleaning, health tracking, and food catering. Ethical managers will be committed to the best services at all times while focusing on avoiding known lodging issues. Ethics in hospitality management reflects aiming to present the best work quality in management, services, cleaning, health tracking, and food catering. Ethical managers will be committed to the best services at all times while focusing on avoiding known lodging issues.

This means that: we set high standards for performance (with management and employee input); we create processes and procedures that will best support the achievement of those standards; we measure performance according to those standards and run stringent QC (quality control) programs. Quality Commitment to the Customer – Handling Specialty is dedicated to achieving customer satisfaction through our commitment to providing reliable, maintainable and durable product on time; and continually striving to improve our product and quality system. Designing and building quality, custom materials handling equipment.

Management commitment to quality is important to any successful management system. In essence, quality ideally needs to be embedded in an organization from top to bottom. It's not enough to expect buy in from staff throughout the organization just simply by implementing a system. There needs to be a top management commitment to quality to ensure that buy in.

(Robert G. Eccles, 2007)

- **Reputation:**

Ethics in hospitality helps you build the best brand name and reputation within the hospitality market; moreover, saving this industry's ethical requirements helps managers protect and maintain their hotel reputation by presenting the finest spirituality and competitive hospitality business. Executives know the importance of their companies' reputations. Firms with strong positive reputations attract better people. They are perceived as providing more value, which often allows them to charge a premium. Their customers are more loyal and buy broader ranges of products and services. Because the market believes that such companies will deliver sustained earnings and future growth, they have higher price-earnings multiples and market values and lower costs of capital. Moreover, in an economy where 70% to 80% of market value comes from hard-to-assess intangible assets such as brand equity, intellectual capital, and goodwill, organizations are especially vulnerable to anything that damages their reputations.

“It takes many good deeds to build a good reputation, and only one bad one to lose it.”—Benjamin Franklin

A company's reputation includes impressions of its goods, services, values, and market behaviour (Fombrun & Van Riel, 2004). A good reputation boosts brand equity, develops consumer loyalty, attracts brilliant personnel, and impacts the actions of stakeholders (Walsh, 2014). Positive client experiences are facilitated by a positive reputation, which generates a competitive advantage and contributes to long-term success.

(Ron Carucci, June 2021)

- **Trustworthy Leader:**

When being in the hospitality management business, then you would know that people's trustworthiness toward you and your good ethics with their accommodation quality, whether for business or holiday requisites, is priceless; being a trustworthy manager means providing the best services, operations, resources orientations, solving all hospitality conditions, environmental terms, aesthetics, and apologising when an issue happens. Trustworthy leaders are honest and transparent about their actions and decisions. They are willing to admit when they are wrong and take responsibility for their mistakes. Trust means “uncompromised by doubt.” In the workplace, people can't do their best work if they doubt others' intentions or capabilities, the direction or viability of the organization, or, most importantly, if they doubt their own

ability to keep up with the demands placed on them. There is no currency in organizational life more valuable than trustworthiness.

(Steven Mintz, 2019)

▪ **Generosity:**

Understanding the impact of gifts on a client is essential in the hospitality industry; if you aim to empower business hospitality ethics, you can do this simply by offering advantages for your clients with gifts, discounts, and remembering what they like or not virtue their previously filled essay rate. Generosity, like hospitality, opens up to questions of "openness," "availability," and. "listening," which Jacobs says help create "the kinds of intersubjective. relationships that lead toward the practice of hope" Generosity Makes You, and Those Around You, Happier. They encourage others and inspire them to be better than before. They make their friends feel braver, stronger and smarter. And more than that, their generosity is contagious.

When a hotel or restaurant is generous towards their guests, it creates a positive and lasting impression. Guests feel valued and appreciated, which enhances their overall experience. Generosity can manifest in various ways. For example, hotels may offer complimentary room upgrades, welcome amenities, or personalized services. Restaurants can surprise guests with complimentary drinks or desserts, or even customize dishes to accommodate dietary preferences. These acts of generosity go beyond meeting basic expectations and create a sense of delight and surprise. Generosity refers to someone's willingness to give help or money, especially more than would be expected. A generous person gives of their time freely and doesn't expect the recipient to do the same towards them. It is also a virtue because generous people think about others and how they can improve the lives of others thereby enhancing the well-being of themselves and other people.

When guests experience such generosity, it fosters a sense of loyalty and encourages them to return in the future. They are more likely to share their positive experiences with friends and family, which can lead to new customers. Additionally, guests may leave glowing reviews and positive feedback online, further enhancing the reputation and credibility of the establishment. Generosity also has a ripple effect on the staff. When employees witness the impact of their generosity on guests, it boosts their morale and job satisfaction. It creates a positive work



environment and motivates them to provide exceptional service consistently. In summary, generosity in hospitality has a profound impact on guests. It creates memorable experiences, fosters loyalty, generates positive word-of-mouth, and boosts staff morale. It's a win-win situation for everyone involved!

(Aggrawal, 2015)

### **Listen to your employee:**

Successful communication is a two-way process which requires the management to periodically listen to their staff member's views and ideas. If the management head does all the talking, employees tend to become lethargic. You need to listen to your employees as they are the ones dealing with the guests on a direct, day-to-day basis. For all you know, they might have ideas to better customer service or improvising of hotel functions if they encounter problems. The best way to listen to your employees is to hold feedback sessions on a weekly basis, take their inputs seriously and reward them. Motivate your hotel staff to help you in taking the hotel business forward.

(By: Mike Henry, 2023)

### **Loyalty:**

Being a loyal host for your institute will, by default, empower hospitality management and ethics, as loyalty in tourism means loyalty to your company, leadership practices, employee's discipline, guest's concern, and the ethical hospitality principles to provide top services, and solve conflicts before impacting guest's accommodation. Loyalty is faithfulness or a devotion to a person, country, group, or cause. Misplaced loyalty (or mistaken loyalty) is loyalty placed in other persons or organizations where that loyalty is not acknowledged or respected; is betrayed or taken advantage of. Loyalty ethics in the hospitality industry are incredibly important. It's all about building trust and maintaining strong relationships with guests. When hotels, restaurants, and other establishments prioritize loyalty ethics, it means they are committed to treating their guests with fairness, respect, and integrity.

Employee loyalty refers to the dedication, commitment, and allegiance exhibited by employees towards their organization, resulting in long-term engagement, productivity, and a willingness to go above and beyond in their work. Employee loyalty is crucial in the workplace as it fosters a sense of stability, trust, and mutual benefit between employees and the organization. Loyal employees are more engaged,



productive, and committed to achieving organizational goals. They contribute to a positive work culture, enhance team collaboration, and are less likely to seek opportunities elsewhere, reducing turnover costs. Moreover, loyal employees become brand advocates, attracting top talent and positively influencing the organization's reputation and success.

One aspect of loyalty ethics is ensuring fair treatment of guests. This means providing consistent and high-quality service to all guests, regardless of their background or status. It also means being transparent and honest in all interactions, from pricing to policies.

Another important aspect is fostering loyalty among guests. This can be achieved through loyalty programs, where guests are rewarded for their continued patronage. By offering incentives such as discounts, exclusive perks, or personalized experiences, establishments can encourage guests to choose them over competitors.

Loyalty ethics also extend to employees. It's crucial for hospitality businesses to treat their staff with fairness, provide a safe and supportive work environment, and offer opportunities for growth and development. Happy and loyal employees are more likely to provide outstanding service to guests.

Overall, loyalty ethics in the hospitality industry are about building strong relationships, fostering trust, and creating a positive experience for both guests and employees. It's a commitment to excellence and integrity that helps establishments thrive in the long run.

(kaado, 2023)

#### ▪ **Positive Work Energy:**

Building good energy is an essential discussion for business managers, tour guides, and all hospitality and tourism professionals. Having a positive attitude in the workplace can be one of the keys to getting your work done effectively and improving your overall work experience. Having a positive attitude can provide a crucial benefit for your workplace, but this helps only if you can develop the right kind of perspective. The stresses of work can make it difficult to sport the best possible mindset every day. Embracing a positive outlook at work helps to create a collaborative and supportive culture that fosters productivity and personal growth. Positivity benefits not only you but also your employees, co-workers and customers. Good managers include positive energy in their perspectives, as this may identify a critical factor in the customer wanting to come back and become a regular or not decision, even with holistic good service availability.

More than that, positive work energy reflects on working staff innovation and boosts their enthusiasm and productivity.

(LACALLE, 2023)

- **Fairness:**

Fairness in hospitality ethics is the managers ability to treat different employees and visitors without playing favourites based on gender, colour, age, or even the guest's social class and financial statement. The manager should accept differences and act based on human morality and ethical approach. Treating your employees fairly is one of the most important ethical commitments in the hospitality industry. Your employees are the face of your business – if you don't treat them well, you probably won't treat your guests well. Ensure fair and competitive wages, safe working conditions, and equal opportunities regardless of race, socioeconomic background, and education level.

You should also have zero tolerance for harassment and discrimination. Place diversity and inclusion at the forefront of your staff training. Your organizational culture should encourage and reward people for speaking up when something isn't going right. Empower your teams to anonymously report issues without fear of losing their jobs.

(centre, 2022)

- **Accountability:**

Accountability is not only an essential hospitality ethic but also a professional behaviour; thus, in hospitality and tourism, an account manager is someone responsible for all his/her decisions and behaviours, yet, had a certain compromise level to lead others; moreover, responsible for his/her team's actions and issues.

Accountability has been recognized as a crucial aspect of ethical practices. It involves taking ownership of one's actions, being transparent, and accepting responsibility for the outcomes.

Accountability in the hospitality industry can be seen in various areas. For instance, fair treatment of employees is essential. This includes providing a safe and respectful work environment, fair wages, and opportunities for growth. When employees feel valued and supported, they are more likely to take pride in their work and provide exceptional service to guests. Transparency is also crucial in maintaining trust with

guests. This can involve clear communication about policies, pricing, and any potential changes or disruptions. When guests feel informed and involved, it enhances their overall experience and builds a positive reputation for the establishment. Accountability plays a significant role in the hospitality industry. It ensures fair treatment of employees, promotes sustainability, and fosters transparency with guests. By upholding these ethical standards, businesses can create a positive and trustworthy environment for both employees and guests.

(Twin, 2024)

- **Environmental Concern:**

In a world where resources are limited, ecosystems have been damaged by past practices, and the climate is changing, it is of utmost importance to be aware of and concerned about the environmental impacts a business has. All employees should be encouraged to discover and report solutions for practices that can add to damages already done. Climate change shifted our focus back to the environment. As a sector that create a lot of waste, hospitality must promote environmentally friendly practices that reduce carbon footprint. Hotels can do their part to conserve energy, produce less waste, and reduce, reuse, and recycle, playing positive role models in their local communities.

(Lacalle, 2023)

- **Data Privacy:**

Nowadays, data privacy and security are ethical and legal obligations, especially in Europe with GDPR. Hotels handle a large amount of sensitive data, so tell your guests what you do with the data and who's managing it. You must safeguard their data and use it with consent in the most transparent way possible.

(C.S.Lewis, 2024)

### ▪ **Integrity:**

Integrity is a foundational moral virtue, and the bedrock upon which good character is built. Acting with integrity means understanding, accepting, and choosing to live in accordance with one's principles, which will include honesty, fairness, and decency. A person of integrity will consistently demonstrate good character by being free of corruption and hypocrisy. Integrity is revealed when people act virtuously regardless of circumstance or consequences. This often requires moral courage. Indeed, integrity is the critical connection between ethics and moral action. Hospitality managers demonstrate the courage of their convictions by doing what they know is right even when there is pressure to do otherwise.

(Manelkar, 2023)

Ethical conduct is critical to the success of any business. By implementing ethical standards, companies can enjoy greater customer loyalty, employee retention, and stakeholder support. However, as demonstrated by the examples of ethical failures, ethical behaviour is not always easy to maintain. The tips outlined in this article provide a starting point for businesses to develop and implement ethical conduct standards and serve as a warning of the potential consequences of ethical failures. By doing so, businesses can avoid reputational damage, legal issues, and financial losses associated with ethical failures. By creating a culture of ethical behaviour, businesses can build trust with their stakeholders and create long-term success.

(williams, 1997)

### **How to Build Ethical Culture in an Organization?**

The organization is, therefore, a very powerful influence which has the potential to make an ethical person act unethically or an unethical person behave ethically. Past international research has found the ethical tone of an organization to be an integral part of an organization's functioning. For example, organizational culture and ethical research has shown that the ethical tone of an organization impacts upon:

1. Efficiency and effectiveness
2. Decision-making processes
3. Staff commitment and job satisfaction
4. Staff stress
5. Staff turnover

Making ethical practices a priority is not just about functioning with integrity or being seen to be functioning with integrity. Nor is it just about being credible and competitive. It is also about optimizing the efficient functioning of the organization. Organizations are, therefore, urged to improve their ethical cultures on priority because focusing on ethics is a fundamental aspect of good management practices. We often use the term honesty, integrity, and right and wrong behaviour interchangeably with the term ‘ethics. But these are all the outcome of ethical practices.

(mcnamara, 2023)

### **Benefits of Ethical Practices in Organizations**

- Attention to business ethics has substantially improved society.
- Ethical programs help maintain a morale course in turbulent times.
- Ethics programs cultivate strong teamwork and productivity
- Ethics programs support employee growth and meaning.
- Ethics programs are an insurance policy — they help ensure that policies are legal.
- Ethics programs help avoid criminal acts “of omission” and can lower fines.
- Ethics programs help manage values associated with quality management, strategic planning and diversity management — this benefit needs far more attention.

Ethics programs promote a strong public image.

**TITLE OF RESEARCH:**

The Empirical Study On The Role Of Ethics In Hospitality Industry.

**SAMPLE:**

Researcher considered general public and Nagpur city hotel staff for collection of samples for study.

**SAMPLE SIZE:**

61 samples are collected and considered for sampling method during the study by the researcher.

**COLLECTION OF DATA:**

In order to get the information about the study, the researcher collected the data from two main source which are:

**PRIMARY DATA:**

The primary data consist of information collected through questionnaires with the help of google forms. The questionnaires consist of guest review of topic and survey done on it.

**SECONDARY DATA:**

The secondary data consist of individual information gathered by the researcher through text books, website, journals (article) and the information have been duly acknowledged in the reference.

**ANALYSIS OF DATA:**

Data collected from the questionnaire and it is presented in the form of tables and graphs and it is also presented in result and discussion.

TABLE 1

Ethical behaviour displayed by the staff during stay.

Sr. No	Particular	Respondent	Percentage
1	Excellent	34	55.7%
2	Good	25	41%
3	Average	2	3.3%
4	Poor	0	0%

From the above table it has been observed that 55.7% people rated excellent 41% people rated good and 3.3% people rated average for the level of ethical behaviour displayed by the staff during their stay.

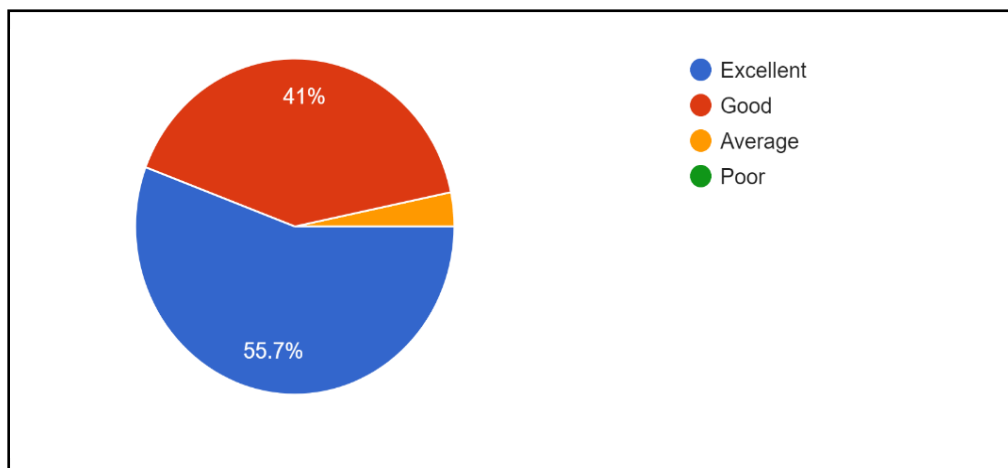


Fig. No 1



TABLE 2

Ensuring transparency and accountability in hotel's decision-making processes.

Sr.no	Particular	Respondent	Percentage
1	Regular sharing information and updates with stakeholders	22	36.7%
2	Involving employees in decision-making	11	18.3%
3	Conducting independent audit and assessments	1	1.7%
4	Establishing clear channels for feedback and complaints	2	3.3%
5	All of the above	25	40%

From the above table it has been observed that 36.7% people says that regular sharing information and updates with stakeholders, 18.3% people say that involving employees in decision making, 1.7% conducting independent audit and assessment, 3.3% people say that establishing clear channels for feedback and complaints, 40% people says that all of the above options company should ensure transparency and accountability in its decision-making processes.

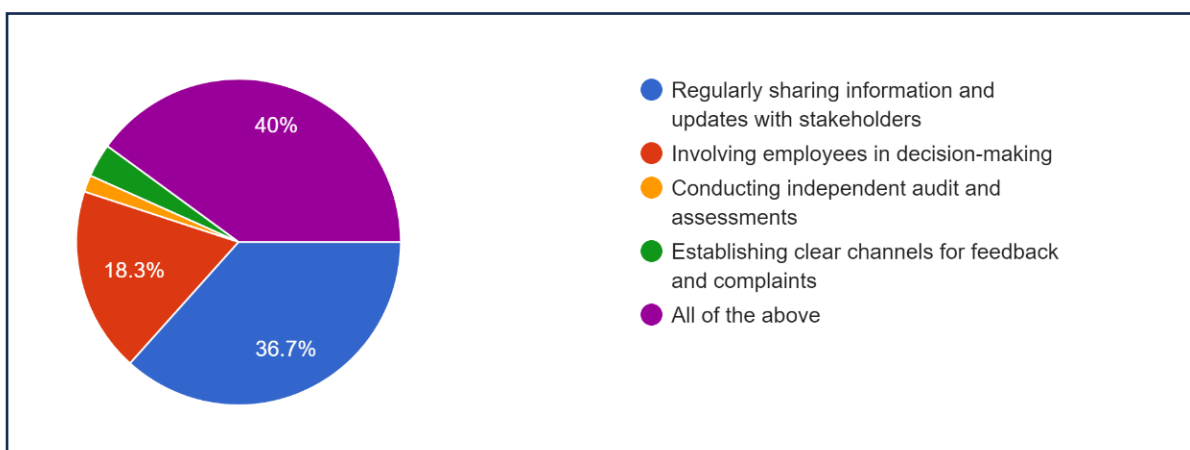


Fig No. 2

TABLE 3

Importance of ethical behaviour for guest overall satisfaction.

Sr. No	Particular	Respondent	Percentage
1	Extremely important	33	54.1%
2	Very important	18	29.5%
3	Moderately important	9	14.8%
4	Slightly important	1	1.6%
5	Not important at all	0	0%

From the above table it has been observed that 54.1% people say ethical behaviour is extremely important, 29.5% people say very important, 14.8% people says that moderately important, 1.6% people say slightly important in influencing overall satisfaction with the hotel.

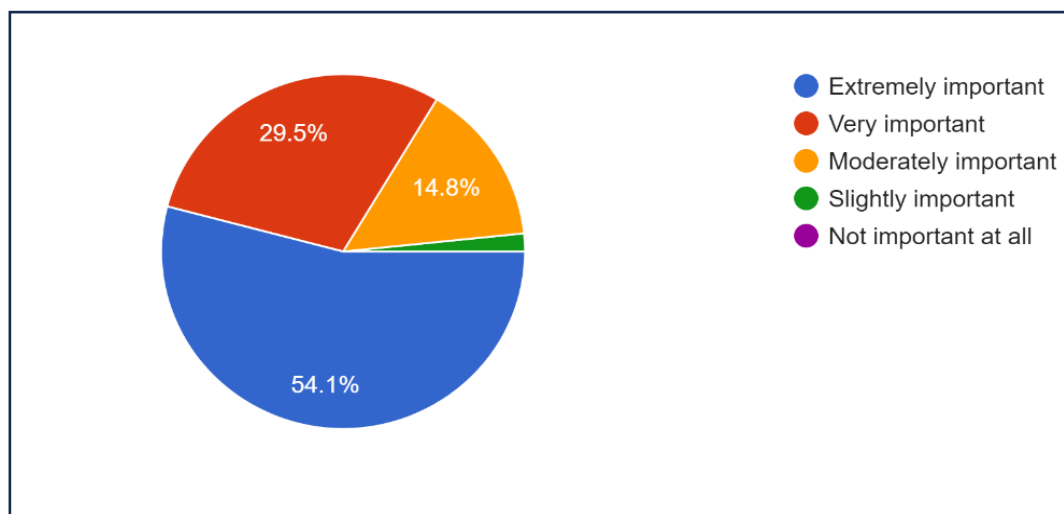


Fig No. 3

TABLE 4

Importance of ethical behavior for a hotel to exhibit.

Sr. No	Particular	Respondent	Percentage
1	Honesty and transparency in pricing and billing	24	40%
2	Respectful treatment of guest and staff	32	51.7%
3	Fair employment practices	4	6.7%
4	Environmental sustainability	1	1.7%

From the above table it has been observed that, 40% people said honesty and transparency in pricing and billing, 51.7% people said respectful treatment of guest and staff, 6.7% people said fair employment practices and 1.7% people said environment sustainability is most for a hotel to exhibit.

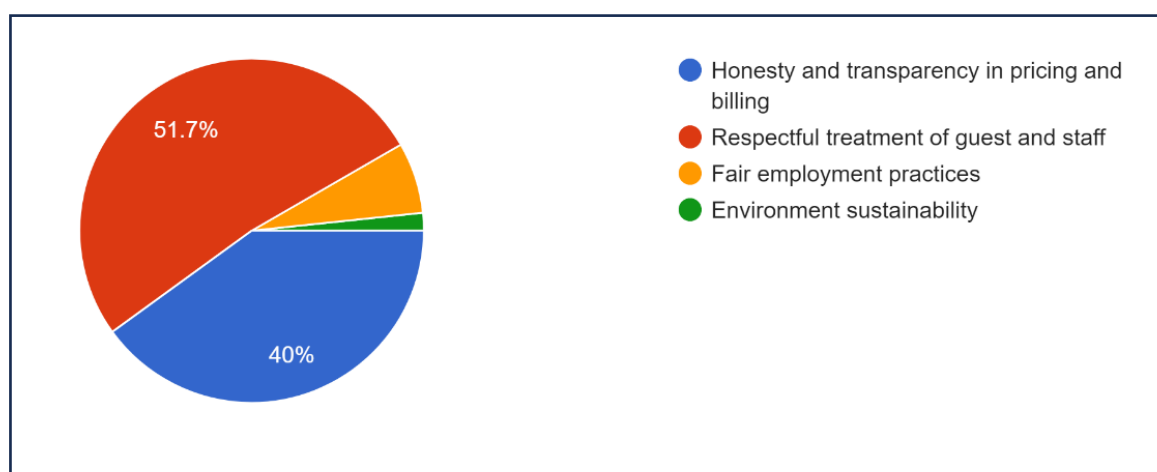


Fig No. 4

TABLE 5

Impact of ethical behaviour on guest satisfaction and loyalty.

Sr. No	Particular	Respondent	Percentage
1	Yes	47	77%
2	No	6	9.8%
3	May be	8	13.1%

From the above table it has been observed that 77% people said yes for hotels ethical behaviour has direct impact on guest satisfaction and loyalty, 9.8% people said no and 13.1% said may be.

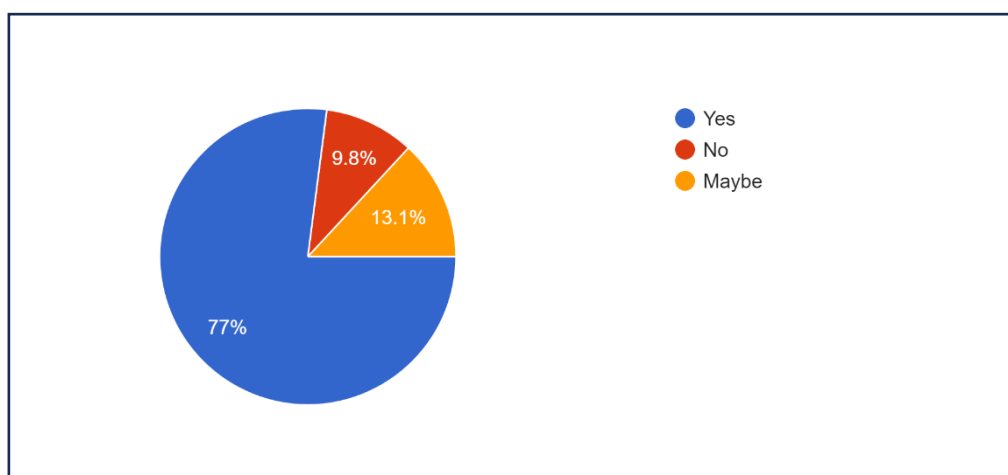


Fig No. 5

TABLE 6

Principles hotel should maintain for positive reputation.

Sr. No	Particular	Respondent	Percentage
1	Integrity	13	21.3%
2	Honesty	19	31.1%
3	Transparency and accountability	2	3.3%
4	All the above	27	44.3%

From the above table it has been observed that, 21.3% people said integrity, 31.1% people said honesty, 3.3% people said transparency and accountability and 44.3% people said all the above principles are important that companies should maintain for positive reputation.

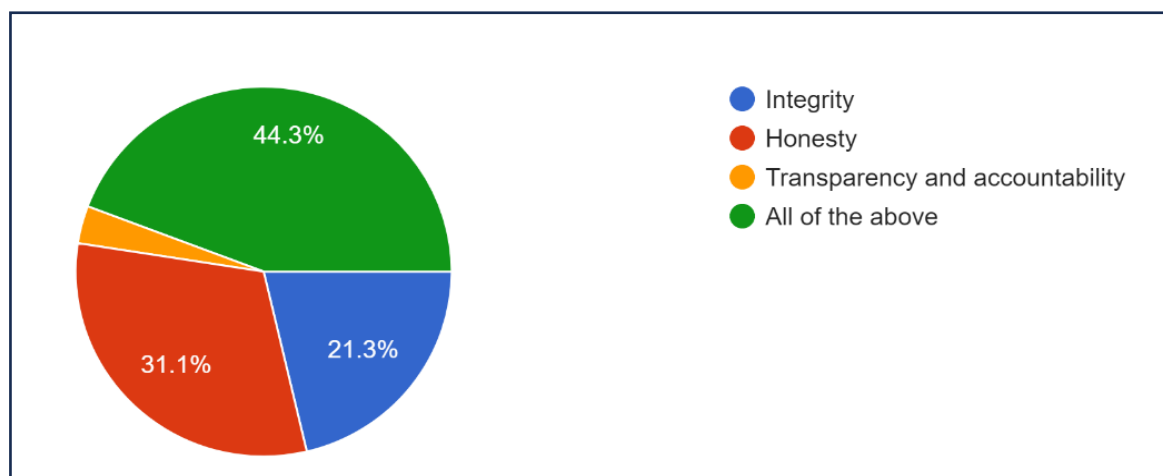


Fig No. 6

TABLE 7

Importance of ethical practices in shaping a hotel's reputation.

Sr. No	Particular	Respondent	Percentage
1	Extremely important	34	55%
2	Very important	18	30%
3	Somewhere important	6	10%
4	Not important	3	5%

From the table it has been observed that 55% people said its extremely important, 30% people said very important, 10% people said somewhere important and 5% people said its not important that ethical business practices are shaping a company's reputation.

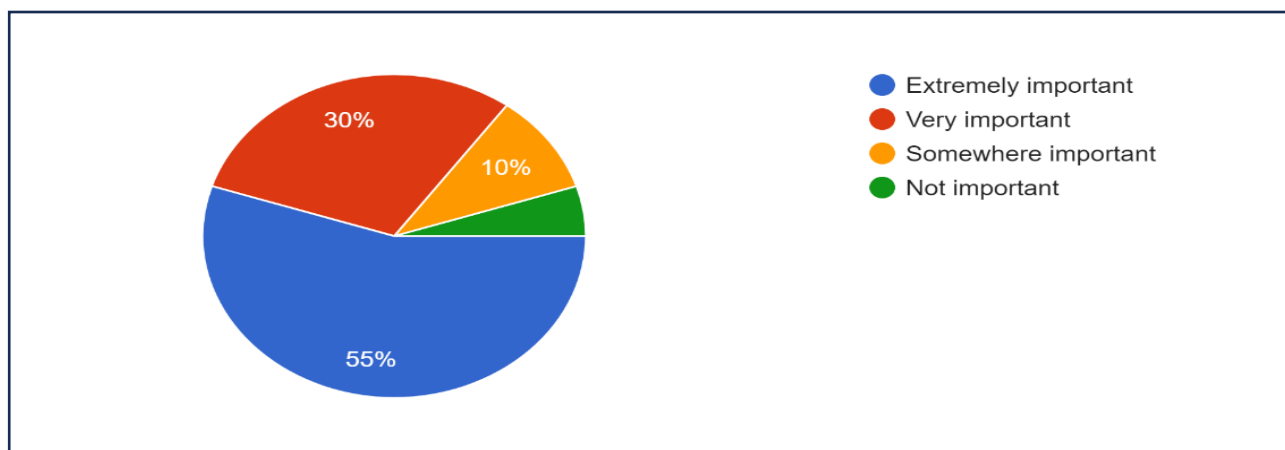


Fig 7

TABLE 8

Prioritizing and promoting ethical behaviour within the organization.

Sr. No	Particular	Respondent	Percentage
1	Regular ethics training and workshop	22	36.7%
2	Incentives for ethical behaviour	13	21.7%
3	Encouraging open communication	6	10%
4	All of the above	23	37.1%

From the above table it has been observed that 36.7 % people say regular ethics training and workshop, 21.7% people say incentives for ethical behaviour, 10% people say encouraging open communication, 37.1% all of the above options company should prioritize and promote ethical behavior within the organization.

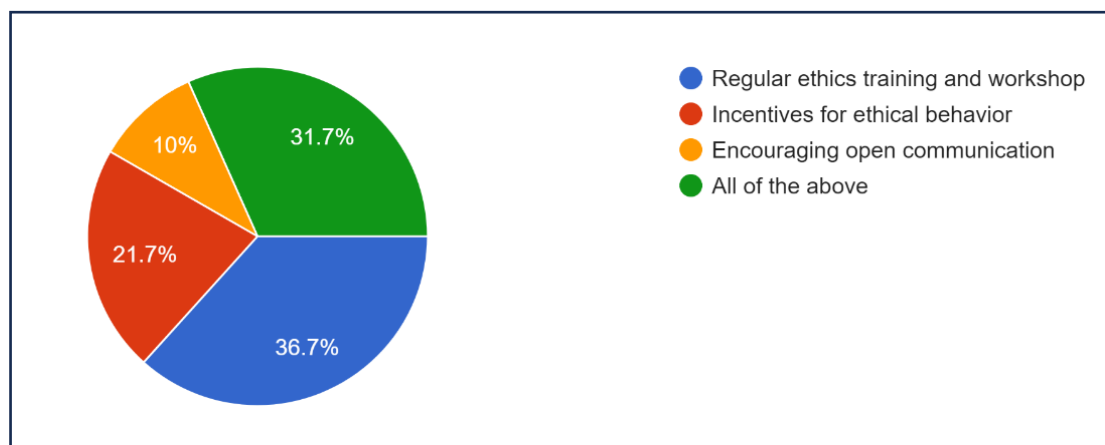


Fig No. 8



TABLE 9

The ethical behaviour enhances the overall guest experience.

Sr. No	Particular	Respondent	Percentage
1	Yes	43	70.5%
2	No	6	9.8%
3	May be	12	19.7%

From the above table it has been observed that 70.5% people believe yes, 9.8% people believes no and 19.7% people said may be the ethical behaviour enhance the overall guest experience.

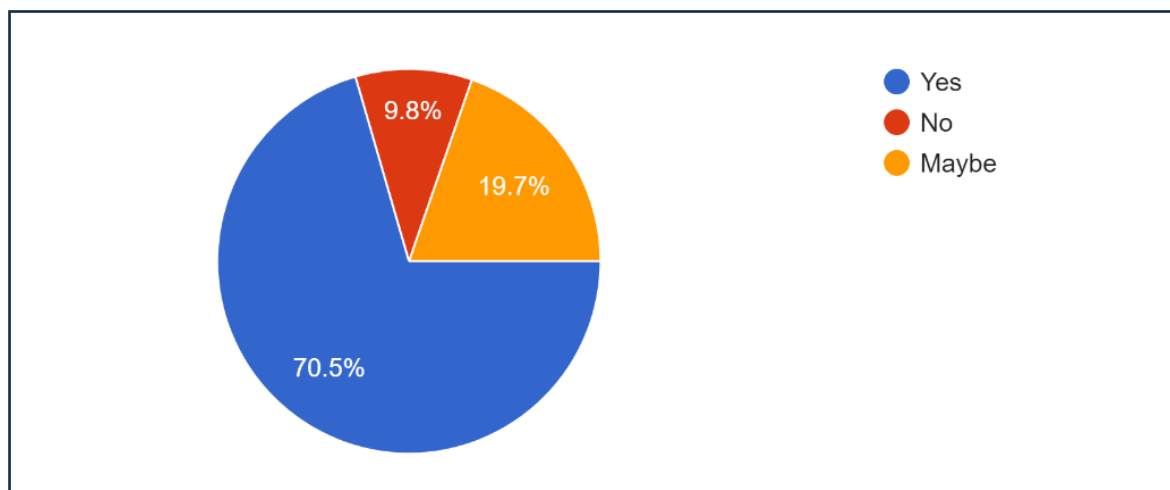


Fig No. 9

TABLE 10

Promoting ethical behaviour in management services.

Sr. No	Particular	Respondent	Percentage
1	Establishing a strong code of ethics and enforcing it consistently	27	44.1%
2	Encouraging open communication	11	18.6%
3	Providing regular ethics training for employees	17	27.1%
4	Implementing a system, for reporting and addressing ethical concerns	6	10.2%

From the above table it has been observed that, 44.1% people say establishing a strong of ethics and enforcing it consistently, 18.6% people say encouraging open communication, 27.1% people says Providing regular ethics training for employees and 10.2% people says that Implementing a system, for reporting and addressing ethical concerns would be the most effective in promoting ethical behaviour in management services.

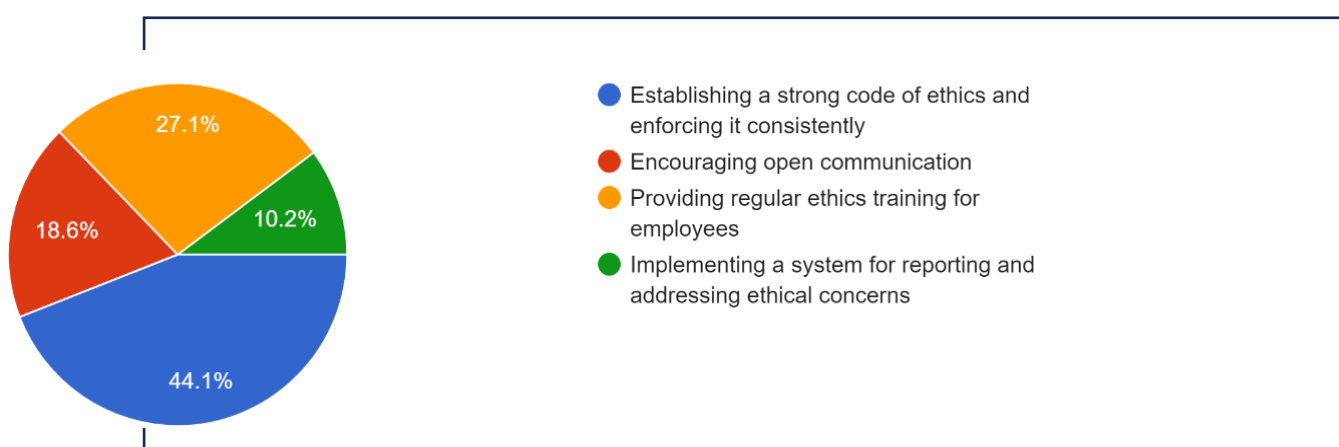


Fig No. 10

TABLE 11

The ability of management services to prioritize ethical considerations.

Sr. No	Particular	Respondent	Percentage
1	Very confident	41	66.7%
2	Somewhere confident	13	21.7%
3	Neutral	7	11.7%
4	Not confident at all	0	0%

From the above table it has been observed that 66.7% are very confident, 21.7% people are somewhere confident, 11.7% people are neutral for the ability of management services to prioritize ethical considerations.

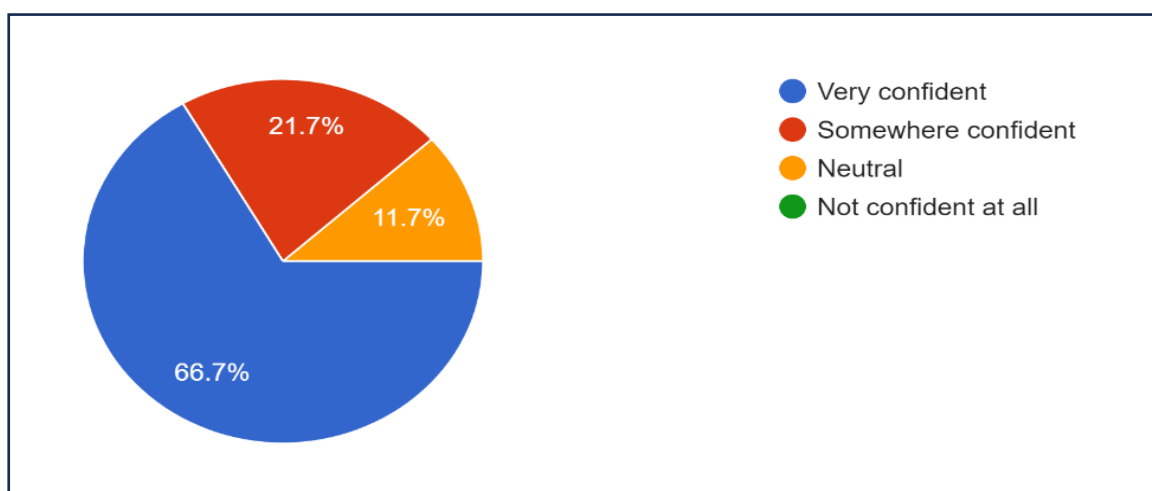


Fig No. 11

TABLE 12

Handling ethical dilemmas that may arise.

Sr. No	Particular	Respondent	Percentage
1	Conducting through investigations and taking appropriate action	24	39%
2	Seeking guidance from legal and ethical experts	8	13.6%
3	Communicating openly and transparently with stakeholders	6	10.2%
4	Learaning from past experiences and implementing improvements	6	10.2%
5	All of the above	17	27.1%

From the above table it has been observed that 39% people said Conducting through investigations and taking appropriate action, 13.6% people said Seeking guidance from legal and ethical experts, 10.2% people said Communicating openly and transparently with stakeholders, 10.2% people said Learaning from past experiences and implementing improvements and 27.1% people said by all of the above options company should handle ethical dilemmas that may arise.

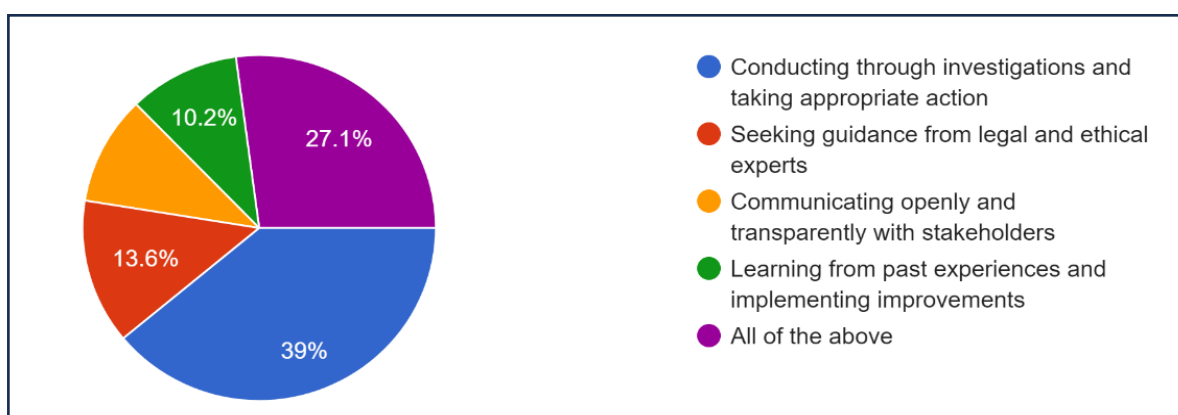


Fig No. 12

TABLE 13

Ethical standard helps businesses maintain long-term sustainability.

Sr. No	Particular	Respondent	Percentage
1	Yes	49	80%
2	No	4	6.7%
3	May be	8	13.3%

From the above table it has been observed that, 80% people said yes, 6.7% people said no and 13.3% people said may be ethical standard helps businesses maintain long-term sustainability.

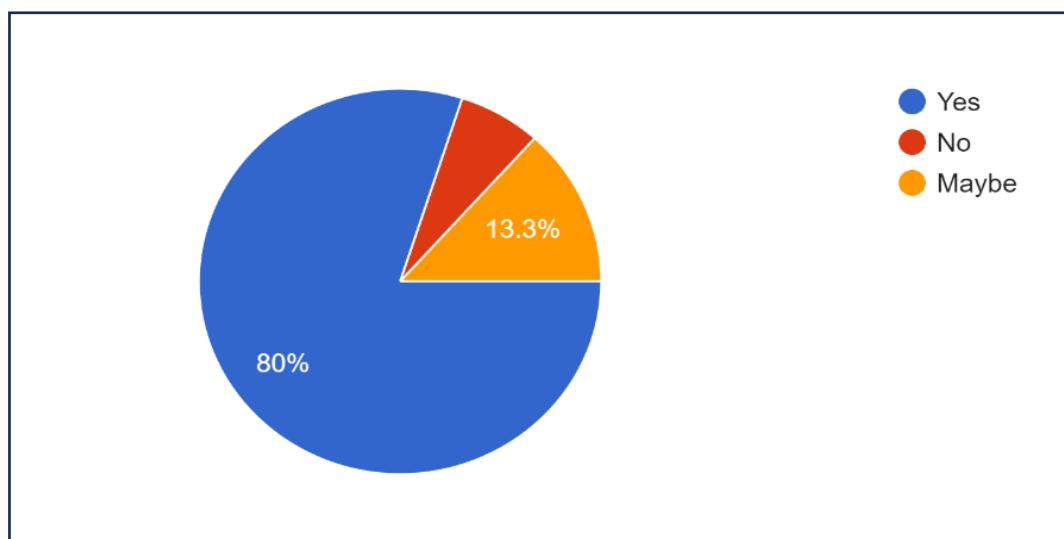


Fig No.13

Table 14

Level of ethical behaviour in management services.

Sr. No	Particular	Respondent	Percentage
1	Scale 1	11	18.6%
2	Scale 2	6	10.2%
3	Scale 3	11	18.6%
4	Scale 4	11	18.6%
5	Scale 5	20	33.9%

From the above table it has been observed that 18.6% rated 1, 10.2% rated 2, 18.6% rated 3, 18.6% rated 4 and 33.9% rated 5 to the level ethical behaviour in management services, on a scale of 1 to 5 with 1 being very low and 5 being very high.

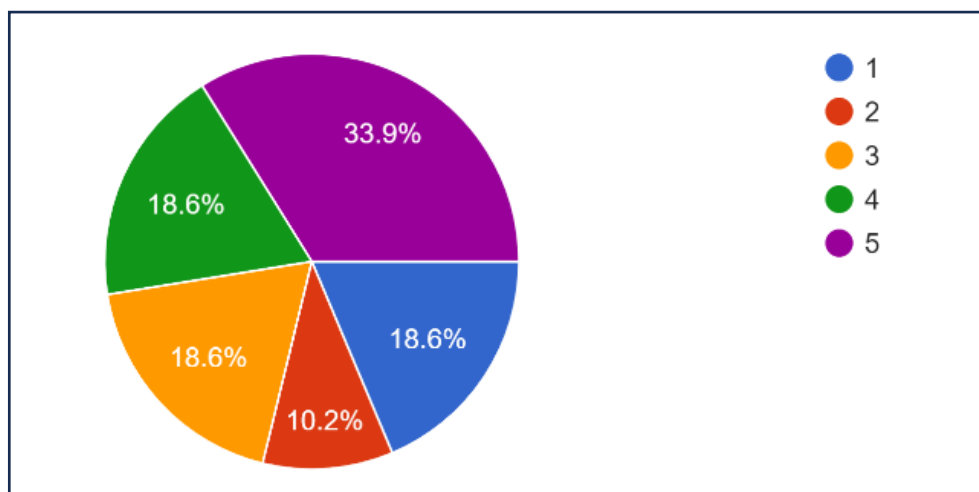


Fig No. 14

TABLE 15

Influence of ethical behaviour in management services.

Sr. No	Particular	Respondent	Percentage
1	Leadership and organizational culture	32	51.7%
2	Legal and regulatory requirement	9	15%
3	Employee training and awareness programs	14	23.3%
4	Incentive and reward for ethical behaviour	6	10%

From the above table it has been observed that 51.7% people believe Leadership and organizational culture, 15% people believe legal and regulatory requirement, 23.3% people believe Employee training and awareness programs, 10% people believe Incentive and reward for ethical behaviour is the most strongly influence ethical behaviour in management service.

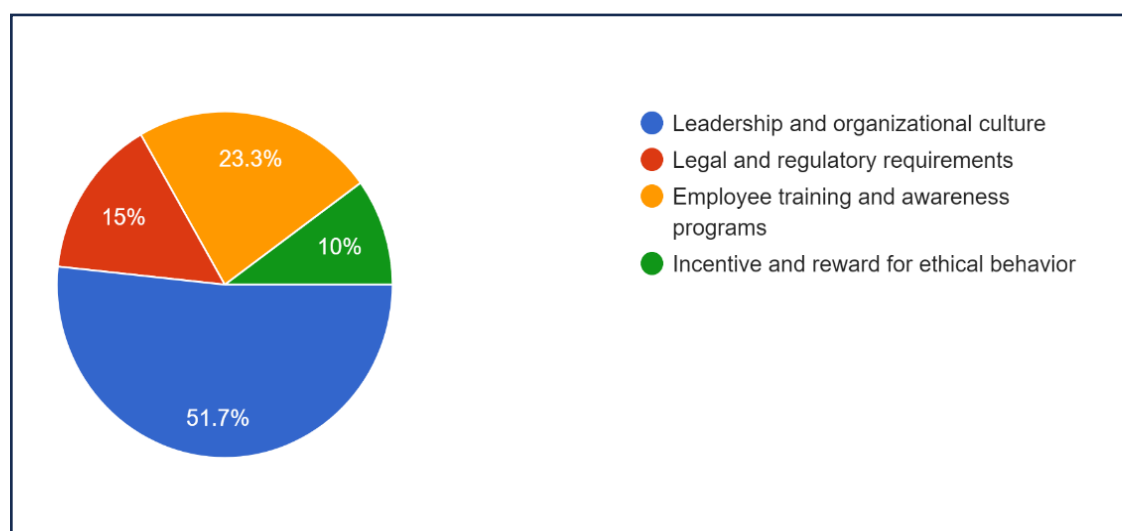


Fig No. 15



TABLE 16

Importance of management services to prioritize ethical considerations.

Sr. No	Particular	Respondent	Percentage
1	Not important at all	11	18.6%
2	Somewhere important	18	28.8%
3	Moderately important	11	18.6%
4	Extremely	21	33.9%

From the above table it has been observed that 18.6% people believe it's not important at all, 28.8% people believe somewhere important, 18.6% people believe moderately important, 33.9% people believe it's extremely important for management services to prioritize ethical consideration.

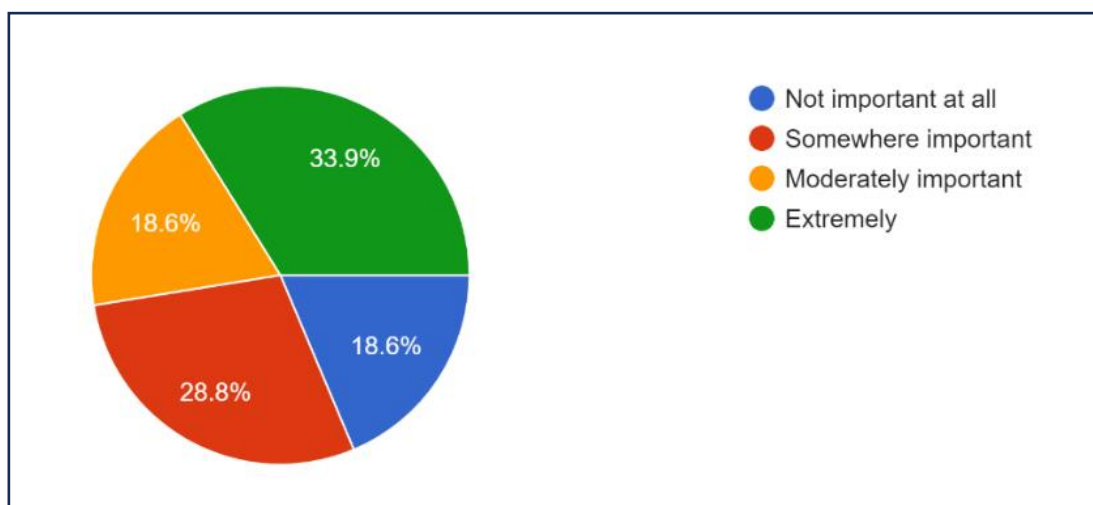


Fig No.16

TABLE 17

Impact of ethical behaviour the local communities and society.

Sr. No	Particular	Respondent	Percentage
1	Yes	44	72.9%
2	No	6	8.5%
3	May be	11	18.6%

From the above table it has been observed that, 72.9% people said yes, 8.5% people said no and 18.6% people said may be ethical behaviour positively impact the local communities and society as a whole.

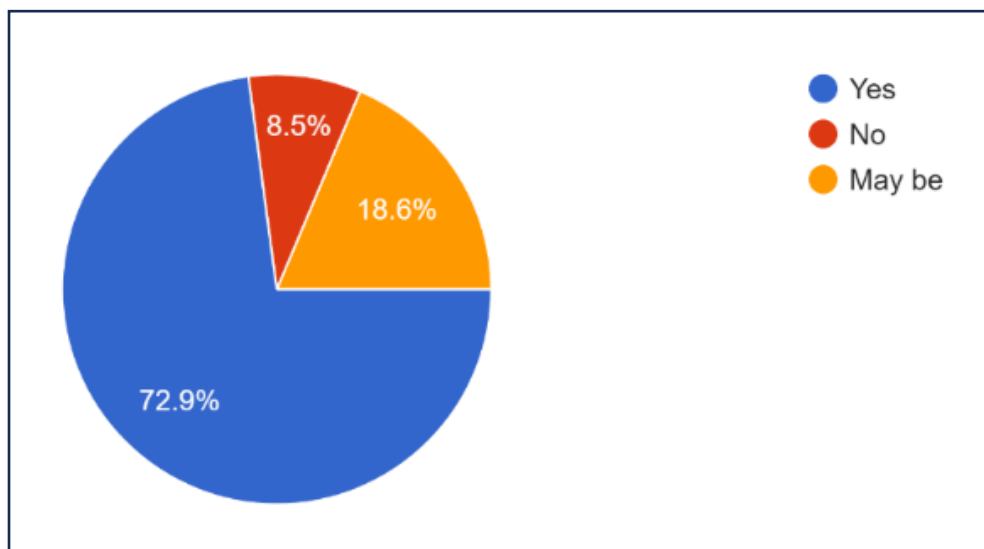


Fig No. 17

TABLE 18

Importance treating guest and customer with fairness, respect and honesty in hotel industry.

Sr. No	Particular	Respondent	Percentage
1	To get good review	17	28.3%
2	To create good reputation	11	18.3%
3	To create contact	6.1	10%
4	To maintain business	2	3.4%
5	All of the above	24	40%

From the above table it has been observed that, 28.3% people think to get good review, 18.3% to create good reputation, 10% to create contact, 3.4% to maintain business and 40 %people think all of the above options is important to treat guest and customer with fairness, respect and honesty in hotel industry.

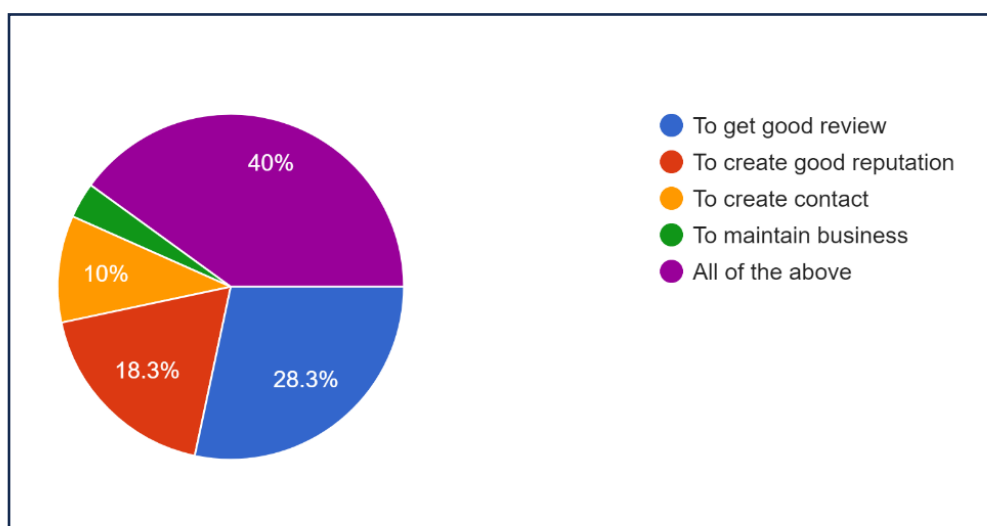


Fig No. 18

TABLE 19

Importance for guest to exhibit ethical behaviour when interacting with hospitality establishment.

Sr. No	Particular	Respondent	Percentage
1	Extremely important	28	45.8%
2	Very important	21	33.9%
3	Moderately important	7	11.9%
4	Slightly important	3	5.1%
5	Not important at all	2	3.4%

From the above table it has been observed that, 45.8% people think extremely important, 33.9% people think very important, 11.9% people think moderately important, 5.1% people think slightly important and 3.4% people think not important at all to exhibit behaviour when interacting with hospitality establishment.

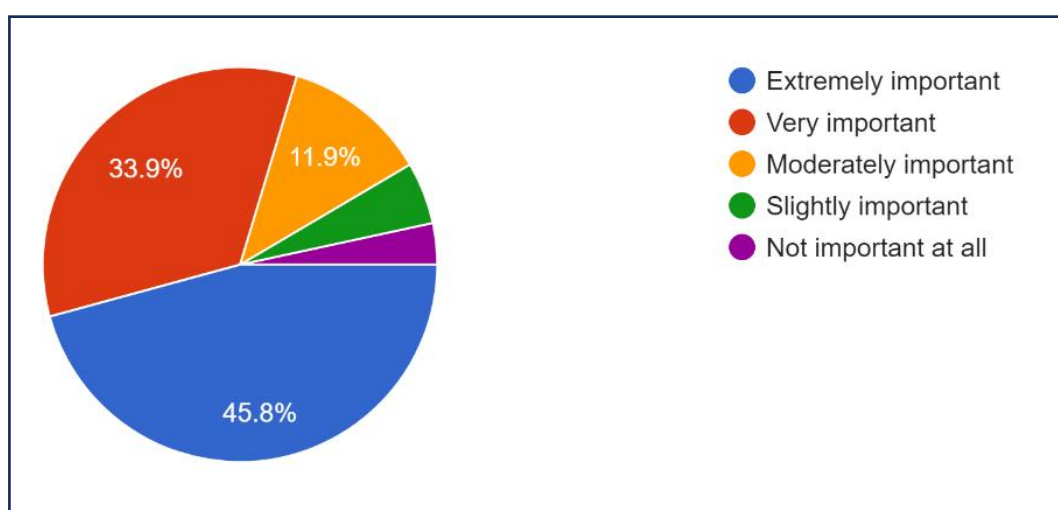


Fig No.19

## SUMMARY

Ethics in hospitality refers to a value system that guides all your management decisions. It encompasses the principles, values, and standards your hotel promises to live up to. Business ethics are important for a number of reasons. They ensure that a company operates lawfully, safeguarding both employees and the general public. They keep trade honest and fair, uphold manufacturing standards, and prevent false or bogus product claims. A hospitality company with poor ethics will not be able to keep customers, and staff satisfaction will plummet. There will be ethical dilemmas though, which are when a person must choose between doing what is wrong or doing what is ethical because it is the right thing to do. A hospitality company with poor ethic will not be able to keep customers, and staff satisfaction will plummet. There will be ethical dilemmas though, which are when a person must choose between doing what is wrong or doing what is ethical because it is the right thing to do.

## CONCLUSION

In conclusion, ethics in the hospitality industry are a critical factor in establishing successful, sustainable, and respected businesses. Ethical behaviour not only impacts customer satisfaction and employee morale but also extends to environmental and social responsibilities. the hospitality industry provides the good service for their client with their variety service. But still this industry needs to improve their service to archive the target of their industry. if they improve all this the customers will be getting happy and will enjoy with service. Running a hotel with high ethical standards is a strategic decision that can determine your hotel's long-term success and competitiveness. Committing to authenticity lets your hotel build strong relationships with guests and keep talent.

The better the overall experience at your hotel, the better your reputation will be.

From the above study, it has been suggested that,

- Almost all public believes that ethical behavior important in influencing guest's overall satisfaction with the hotel. It helps hoteliers ensure guest and employee satisfaction while protecting the brands reputation.

- It has become essential that organizations take responsibility for their actions and priorities ethical consideration. Unsatisfied visitors may file complaints with the hotels, leave bad reviews online and ultimately damage the hotels reputation.
- Employees who feel valued and respected are likely to be more motivated and productive, leading to increased overall organizational performance.
- A positive reputation can act as a competitive advantage, distinguishing the organization in the marketplace.

Every organization is unique, so its important to tailor these suggestions to fit management's specific context and needs.

From the above study, it has been recommended by the public that,

- The management should be more honest and transparent while doing pricing and billing. Price transparency may build consumer confidence and loyalty by exhibiting a company's dedication to honesty and integrity.
- Customers are more inclined to trust a firm and stick with its products and services if they can access clear, Straightforward information.
- The management should identify the ethical issues that are facing by the employees or the staff members and should develop clear ethical standards by giving professional morale training.
- A good way of promoting the value of following your company's Code of Practice or Ethics Code is to reward those who do it well.
- Provide guidance on how to handle ethical dilemmas. Its important for management to lead by example and demonstrate ethical behavior themselves.
- Create channels for employees to voice their concerns, ideas, and suggestions without fear of retaliation.

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**NAME:**

**CONTACT NO.:**

**EMAIL:**

1.How would you rate the level of ethical behaviour displayed by the staff during your stay?

- Excellent
- Good
- Average
- Poor

2.How company should ensure transparency and accountability in its decision-making processes?

- Regularly sharing information and updates with stakeholders
- Involving employees in decision-making
- Conducting independent audit and assessments
- Establishing clear channels for feedback and complaints
- All of the above

3.How important is ethical behaviour in influencing your overall satisfaction with the hotel?

- Extremely important
- Very important
- Moderately important
- Slightly important
- Not important at all

4.Have you ever witnessed any unethical behaviour by the hotel staff during your stay?

- Yes
- No

5.Which ethical behaviour are most important for a hotel to exhibit?



- Honesty and transparency in pricing and billing
- Respectful treatment of guest and staff
- Fair employment practices
- Environment sustainability

6. Do you believe that hotel's ethical behaviour has direct impact on guest satisfaction and loyalty?

- Yes
- No
- Maybe

7. What are the important principles that you think companies should maintain for positive reputation?

- Integrity
- Honesty
- Transparency and accountability
- All of the above

8. How important do you believe that ethical business practices are shaping a company's reputation?

- Extremely important
- Very important
- Somewhere important
- Not important

9. How does company should prioritize and promote ethical behaviour within the organization?

- Regular ethics training and workshop
- Incentives for ethical behaviour
- Encouraging open communication
- All of the above

10. Does ethical behaviour enhance the overall guest experience ?

- Yes
- No
- Maybe

11.Which actions do you think would be most effective in promoting ethical behaviour in management services?

- Establishing a strong code of ethics and enforcing it consistently
- Encouraging open communication
- Providing regular ethics training for employees
- Implementing a system for reporting and addressing ethical concerns

12.How confident are you in the ability of management services to prioritize ethical considerations?

- Very confident
- Somewhere confident
- Neutral
- Not confident at all

13.How should the company handle ethical dilemmas that may arise?

- Conducting thorough investigations and taking appropriate action
- Seeking guidance from legal and ethical experts
- Communicating openly and transparently with stakeholders
- Learning from past experiences and implementing improvements
- All of the above

14.Do you believe adherence to ethical standard helps businesses maintain long-term sustainability?

- Yes
- No
- Maybe

15.How would you rate the level of ethical behaviour in management services, on a scale of 1 to 5 with 1 being very low and 5 being very high.

- 1
- 2
- 3
- 4
- 5

16.Which factors you believe that most strongly influence ethical behaviour in management services?

- Leadership and organizational culture
- Legal and regulatory requirements
- Employee training and awareness programs
- Incentive and reward for ethical behaviour

17.How important do you believe it is for management services to prioritize ethical considerations?

- Not important at all
- Somewhere important
- Moderately important
- Extremely

18.Do you think ethical behaviour positively impact the local communities and society as a whole?

- Yes
- No
- May be

19.Why do you think it's important to treat guest and customer with fairness, respect and honesty in hotel industry?

- To get good review
- To create good reputation
- To create contact
- To maintain business
- All of the above

20.How important for guest to exhibit ethical behaviour when interacting with hospitality establishment?

- Extremely important
- Very important
- Moderately important
- Slightly important
- Not important at all