RELEVANCE OF ETHICAL PRACTICES IN HOSPITALITY INDUSTRY

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ABSTRACT

Human beings most privileged and fortunate among all species because of having brain to make full use of natural resources provided by Mother Earth are responsible for using them most judiciously and conserving them as well. Gone are the days when main concern of business enterprises was to maximize their profits and wealth only. Business managers have to understand that they have to fulfill the social responsibility if they want to survive and grow in competitive economy. Business ethics are concerned with application of ethical principles to business relationships and activities. The Ethics are much more desired in Hospitality Industry as it is meant for serving people when they are out of Home or town for business, leisure etc. The hospitality sector cannot shy away from ethical issues any more. Hospitality Ethics primarily involve two inter-related issues. The philosophical aspect consists of the moral obligations that hold in hospitality relationships and practices and ethical aspect focuses on ethics in commercial hospitality. The present study aims at taking a closer look at the ethical practices being followed by selected 5 star chain hotels and also to know that how seriously they frame and follow the Code of Ethics applicable on them and to check the importance of ethics for hospitality industry. All sample chain hotels present good information on environmental awareness and the actions being taken in that pursuit. Employees are also being treated well. Energy saving devices are also being used extensively. There are many companies that pride themselves in their correct business ethics, but in this competitive world, they are becoming very few and far between.

KEYWORDS: Corporate social responsibility, Ethics, Hospitality Industry, Ethical practices.