



# Ethics in Hospitality Management

*Introduction to the World of Hospitality*

# After Reading and Studying This Chapter, You Should Be Able to



- Define ethics
- Explain ethical business standards and ethical hospitality related issues
- Discuss the guidelines of ethical behavior
- Comprehend the rules of a code of ethics.

# What is Ethics?

- ***Ethics*** is a set of moral principles and values that separate right from wrong.
- ***Doing what is right!***
- What work behavior you would call ethical? unethical?



# Business Ethics: Is There Such a Thing?

- Ethics vs. Business
- Can you give examples of unethical business behavior of large companies?
- Is business like game of poker?
- Is honesty always the best policy?
- Follow the Golden Rule principle





# Hospitality Case (p.512)

## Free Wine

- F&B manager recently purchased 20 cases of wine for the hotel from a new beverage supplier. Without informing the manager, the supplier delivered one free case of wine to your residence. F&B manager decides to keep the free case for his personal use, since it did not influence the purchase of the 20 cases for the hotel.
- Do you agree with the manager's decision? Rate it on the scale of **Strongly Agree**, **Agree**, **Unsure**, **Disagree** or **Strongly Disagree** with the decision.
- Explain your answer to each other in pairs.

# Ethical Issues in Hospitality

1. Environmental Issues
2. Discrimination
3. Sexual Harassment
4. AIDS in the workplace
5. Advertising claims
6. Truth-in-Menu Laws



Divided in groups learn about one issue, write main points on the paper and present it to the rest of the class.



# Must there be a code of Ethics?

In order to check how ethical is your behavior ask yourself:

- 1. *Is it legal?*** Will I be violating civil laws or company policy?
- 2. *Is it balanced?*** Is it fair in the short and long term? Is it a win – win situation? What if everyone did it?
- 3. *How will it make me feel about myself?*** Will it make me proud? Will I feel good if my family knew? Would I publicize my decision?



# Global Code of Ethics for Tourism

- GCET is a set of principles that serve as ethical guide for organizations involved into tourism development. Created by UNWTO it consists of 10 articles (principles) that cover the economic, social, cultural and environmental components of travel and tourism.

(UNWTO, n.d.)





# Article 6. Obligations of stakeholders in tourism development (excerpt)



- *“Tourism professionals have an obligation to provide tourists with objective and honest information on their places of destination and on the conditions of travel, hospitality and stays” (UNWTO, n.d.).*
- Which ethical issue in the hospitality industry it is related?
- **Advertising claims**





# References

- UNWTO. *Global Code of Ethics for Tourism*. Retrieved from <http://ethics.unwto.org/en/content/global-code-ethics-tourism>