Introduction

The hospitality industry has become so competitive that if customers and employees are dissatisfied, they will go elsewhere. We want to be able to trust the people we do business with, but life has become more difficult and expensive, and ethical shortcuts have become the norm.

The following 10 Ethical Principles for Hospitality Managers were adopted from Josephson Institute of Ethics' "Core Ethical Principles." They have served as the basis of ethics research coming out of Isbell Hospitality Ethics for the past 15 years. A chapter-by-chapter analysis of a short ethical dilemma underscores the importance of adhering to the Ethical Principles for Hospitality Managers during the decision-making process. Adherence to these principles will result in the best consequences for all parties involved..

1. Honesty

Hospitality managers are honest and truthful. They do not mislead or deceive others by misrepresentations.

2. Integrity

Hospitality managers demonstrate the courage of their convictions by doing what they know is right even when there is pressure to do otherwise.

3. Trustworthiness

Hospitality managers are trustworthy and candid in supplying information and in correcting misapprehensions of fact. They do not create justifications for escaping their promises and commitments

4. Loyalty

Hospitality managers demonstrate loyalty to their companies in devotion to duty and loyalty to colleagues by friendship in adversity. They avoid conflicts of interest; do not use or disclose confidential information; and, should they accept other employment, they respect the proprietary information of their former employer.

5. Fairness

Hospitality managers are fair and equitable in all dealings; they neither arbitrarily abuse power nor take undue advantage of another's mistakes or difficulties. They treat all individuals with equality, with tolerance and acceptance of diversity, and with an open mind.

Ethics

6. Concern and respect for others

Hospitality managers are concerned, respectful, compassionate, and kind. They are sensitive to the personal concerns of their colleagues and live the Golden Rule. They respect the rights and interests of all those who have a stake in their decisions.

7. Commitment to excellence

Hospitality managers pursue excellence in performing their duties and are willing to put more into their job than they can get out of it.

8. Leadership

Hospitality managers are conscious of the responsibility and opportunities of their position of leadership. They realize that the best way to instill ethical principles and ethical awareness in their organizations is by example. They walk their talk!

9. Reputation and morale

Hospitality managers seek to protect and build the company's reputation and the morale of its employees by engaging in conduct that builds respect. They also take whatever actions are necessary to correct or prevent inappropriate conduct of others.

10. Accountability

Hospitality managers are personally accountable for the ethical quality of their decisions, as well as those of their subordinates.