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CRITICAL REVIEW ON HOW ETHICS ARE NECESSARY IN PORTRAYING HOSPITALITY IN REAL SENSE

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ARTICLE INFO	ABSTRACT
<p>Article history: Received: 08-04-2025 Received in revised form: 19-05-2025 Accepted: 11-06-2025</p> <hr/> <p>Keywords:</p> <p><i>Hospitality, Ethics, Behavior, Psychology</i></p>	<p>Although the hotel industry faced a setback in the past two years, apart from the deviation due to the Covid-19, the sector had the potential to yield gigantic profits for economies. It is evident that with the increasing needs of hotels due to the boom in the Aviation sector, there is also an immense need of having professionals that perceive hospitality in its most real means, i.e., it is necessary to bring back the real essence of the ancient hospitality in action and make the industry ethic-centered again instead of being only profit-centered. Experiences are required to make a guest delighted. Still, experiences that have ethics are values adhering to them have an imprint on the minds of long-lasting people and have an impact that will be remembered for long. The main objective of working on this research piece is to acknowledge the role of ethics and values, which are often forgotten in the industry. Ethics and values have served as a tool in solving many issues related to handling the guest, resolving problems and better management. It eradicates the barriers like ego, which creates friction between individuals. Ethics is a broader concept that relies upon an outer framework like regional culture, beliefs, religion-based aspects, masculine or feminine stereotypes, etc.</p> <p>It is found that various intrinsic and extrinsic situations can be easily mended by applying ethical tools. It is an essential part of decision making and problem-solving as these require simple validation and verification by the higher authorities based on them sticking to the norms, values, ethics and code of conduct as laid by the organization. After the critical analyses followed, it can be concluded that ethics are not physically present, and its presence can be only marked in terms of behavior. It can neither be touched nor be seen. It is not a commodity, but its absence can lead to various issues, may it be any realm of management or hospitality. It is suggested that while making the standard operating procedures and regulations, Hotels, Agencies, Outlets and other related organizations can hire psychology experts, behavioral experts and counsellors who can work upon a certain level of amendments in the SOPs' which should abide with the ethics and values which can indeed help in making a brand image in the minds of the customer as well as help in creating an atmosphere which everyone likes: may it be employees, employer, customer/guest, stakeholders, etc.</p>
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Introduction

(Lashley and Morrison, 2000) Hospitality is a complex set of values mixed with services like welcoming, food, shelter, inclusion and other experiences. It can be further classified

into commercial and non-commercial types.

It can mingle up both market based and nonmarket based utilization practices, leading to experiences. Hospitality is not a new thing, and it has been an essential practice for a long time; it is the part of

ancient, medieval and hyper-modern times that ought to change dynamically. (Ricky Gupta, 2021) The non-materialistic approach towards Hospitality can be portrayed through the line that Hospitality is a gift given by the 'host' to the 'guest' and then shared between the two. (O’Gorman, 2006)

Various books in religions have significantly mentioned how ethics are portrayed or at least talked about in the phrases from ancient texts. Some of the lines from the texts in which ethics through Hospitality is depicted are: 'Hindu Traditions have preached to offer at least three things to the guest like polite words, a place to rest or sit and refreshment to the guest may it be a food item or water. Even a person who tends to be the enemy in some means should be offered apt Hospitality if they come to your home just like how a tree provides shelter to people even if they tend to cut them (Iscon-trust, n.d.) (Mahabharata, 12, 374). Bible has also come up with the mentions of Hospitality through various phrases, the explanation of which is 'Needy should always be helped. The hungry one shall be provided with the food, one who is homeless shall be provided with shelter, and the one who has no clothes shall be provided by the same. The reason behind it is we all are

made out of same blood and flesh' (Isaiah 58:7). (Velasquez, n.d.) According to sociologist (Baumhart), the study conducted in an organization on some respondents found that nobody of the respondents could define the word correctly. Their descriptions were as follows: Ethics is related to how one feels one should behave; it is related to religious beliefs; what is right and wrong; what is lawful and what is not; set of behavioral patterns that are accepted by masses or the society and I don't know what the word means. However, ethics is a well-established set of standards of right and wrong that give a blueprint or guidance of how humans are required to behave generally in the context of particular virtues, being fair to the people and valuable to society, human rights and obligations. For instance, ethics are those values and standards that intervene as a reasonable compulsion or obligation to refrain from indulging in the activities such as rape, fraudulent practices, theft, etc.

Ethical standards comprise mingling loyalty, honesty and compassion virtues, rights to life, privacy, etc. Such measures can be considered apt or adequate as they are used consistently and backed up with well-pondered reasons. Also, ethics can often deviate from the norms of society, feelings,

and laws; hence, it is essential to continuously assess the standards and reform them with the changing time to facilitate the organization's functioning so that good progress in bars can be achieved established with the moving time. As referred by Kant, moral reflections can be considered a theory of customs, denoting what has turned out to be a theory based upon the morals being the portrayal of our day-to-day activities and practices. (Albright, 2007) Ethics, according to PubMed, can be referred to as a bunch or a set of principles that can be used to deliver good governance and proper conduct. Without certain principles and criteria about what is right and whatnot, the citizens required to be governed will surely not get justice if the decision-maker is ethically biased or ethically weak. Moreover, Ethics are not by birth but acquired over time.

Review of Literature:

Ethics: The Key for Initiating and Developing New Bonds/ Relations:

(Angela Oswalt, n.d.)At the stage of early childhood (between three to seven years of age), the children learn to differentiate between various forms of society, morally good rules, and develop their own choice and preferences. They also get a basic idea

of what is wrong and should not be done and what is right and should be followed. For example, if a child hits their elder sibling, parents tend to scold the child or take some corrective measures to avoid inappropriate behavior. This is nothing but an indication that the child is going against the norms and should not repeat the behavior (McCombs-School-of-Business, n.d.)Values like helping others, self-worth, truthfulness, love, loyalty, responsibility, courage, etc., are individuals' beliefs that guide human behaviour. Being ethically correct or ethical decision-making is judging which value to be kept on priority, which to elevate and which to eradicate. These values are also in their initial building stage and hence play a vital role in every aspect of life in the future. One such factor is developing new bonds and relationships, which are very decisive for Hospitality. This development of ethics over time and the need to control behavior from the very beginning is done to ensure that children develop habits and ethics so that they and their thoughts are well perceived and accepted by society, thereby increasing the chances of good connections, bonds and relations. Personnel who have a good sense of humor and ethics can deliver services to overwhelm the guest, thereby leading to satisfied guests (Reitknecht,

2020). Hospitality Net mentioned the importance of relationship building for hotel revenue and longevity. Good relationships facilitate staying relevant, loyalty, and expenditure by the guest due to the psychological impact that lasts for long. Various hotels are doing well in customer relationships, which is the ethics and temptations in offers. Hotels with the customers on their relevant days- may it be their anniversary, birthday, etc.; contact them often to maintain the relationship, providing them various offers or perks that help them profit maximization afterwards.

Ethics as a Tool for Mitigating Conflicts and Issues:

(Reinhart, 2020) Several people are working at the same place, and it is almost impossible to avoid conflicts. In other words, where people are working, conflicts are inevitable. Various instances take place in a hotel when things get heated up due to some misunderstandings or differences in perception, thoughts, ideas, religion-based beliefs, cultural beliefs, etc..(Esitti, 2015)

Work and the family have to be managed hand in hand, which is not very easy, and hoteliers also have to face conflicts in their personal lives. (Thompson, 2019)Disputes don't need to only result in damage;

sometimes, disagreements can lead to productive outputs. However, the main concern here is how these conflicts can be solved or avoided using ethical means. (Honeyman, 2013)Ethics play their role in mitigating the Conflicts as they serve as a set of rules and regulations that can be referred to at the time of need, and action to lessen the amount of damage can thereby be taken.

Moreover, these are not just referred to after the conflict. A code of conduct is made well understood by the employers at the very beginning that has specific guidelines, breach of which may gross loss to the employee, either in monetary terms or major breach may lead to permanent firing. Therefore, rather than taking corrective measures, it is always the best option to teach and promote ethical behavior through activities and practices (generally indirect ways of conveying an important message) in intervals to keep the spirits up and control what happens in the organization. Ethics have the efficiency of solving problems between 2 colleagues and can be used at the time of responding to various conflicts, whether between senior and junior or between friends, family, etc. However, there is no ethical code of conduct, supervision and control over the informal atmosphere.

Hence, there is no assurance that the conflict or issue will be solved based on the ethics and if the ethical means will be used or not.

Ethics as a Savior at the time of Hardship:

(Derrida, 1997) stated Hospitality to be conventionally defined as a virtue possessed by humans around the globe. It can be concluded from the research paper written by (Ricky Gupta, 2021) that the urge that allows a person to be welcoming and portray Hospitality comes from their ethics. The gist of the statement is actually upon what Hospitality means in the real sense, which is, whatever is within a person's reach shall be provided to the one in need, it can be in the form of shelter, food, goods, essentials or any other sort of help without the expectation of resulting economic benefits. Ethics can drive this sort of mindset and behavior.

To understand how ethics are necessary when combating an adverse situation, let us take the example of what happened during COVID-19 to depict how people have portrayed ethics through their actions, without the necessity of them knowing that they are showing ethical behavior.

Good things are occurring while combating the COVID-19 Pandemic (Bowen, 25th March 2020). By looking at the initiative taken by United Sikhs, the New York Government came in alliance with them to make and provide food for healthcare personnel's welfare. It not only symbolizes humanity but also represents ethics being alive and depicted by the actions. People belonging to diverse religions contribute in many ways of 'Seva', the literal meaning of which in Hindi is to serve (Hashmi, OYO Blogs, 2020). OYO as a company managed to elevate and reestablish the real essence of "Atithi Devo Bhava" intact by collaborating with 15 plus embassies and helping them in providing temporary yet homely shelter for people from varying nationalities stuck in our country as a result of an unexpected obstruction in the schedule of airlines and restrictions on movement in lockdown by the government (3rd April 2020). (Hashmi, OYO Blogs, 2020), While many videos are circulating where doctors are mistreated by the relatives of the patient, neighbors and their society just because they can be potential carriers of the COVID-19 and some for not being able to save their relatives. OYO has come up with an initiative carved into a campaign that includes offering rooms to the healthcare workforce like nurses,

helpers, doctors, etc., free of cost. (Kapoor, 2020)

CEO of OYO Hotels and Homes India SA stated, "Oyo Rooms has also come up with Campaigns like 'Donate A Night' and 'Book A Night for Self-Isolation'". Donate a night is a campaign that includes raising funds from the public, using which stays for the needy can be arranged or made available. This was basically for migrants and workers or self-isolation (Hashmi, OYO Blogs, 2020). As mentioned in The Hindu Business Line (Hindustan Business Line, 2020), About 45000 hotel rooms were offered by FRHAI willingly to the government to facilitate the quarantine and isolation process to lessen the burden. Food was distributed throughout the nation by various hospitality-oriented chains such as Intercontinental Hotel Group (IHG), The Lalit, Lemon Tree, Oyo Rooms, ITC Hotel, Radisson Group, Universities for battling with coronavirus. Oberoi's group of hotels has also contributed commendably towards the cause by daily packing foods in different cities where they are established, distributing them to the needy and those stuck and stranded (Condé Nest, 2020). According to inc42.com (Inc42, 2020), Reliance has provided free Jio fibre 4g data to the hospitals. It is committed to delivering

twice the amount of packet data to the people at almost similar tariffs to smoothen the process of the WFH jobs and facilitate their growth as they are very much reliant upon the network.

FIFA came up with the "Pass the message to kick out coronavirus" movement, promoted by various renowned names in football. The sole purpose of the campaign was to encourage five crucial that is required to be followed by people to shield themselves under WHO guidelines, focused on how to wash their hands, the right way of coughing to protect others, keeping the hands away from your face, social distancing and self-isolation or staying home if not feeling well (WHO, 23 March 2020). Twenty-eight footballers are part of the video campaign, which is presented and released in about 13 languages (The Hindu Businessline, 2020). Managing Director of ApeejaySurendra Park Hotels, namely Vijay Dhavan, has also stated that "An initiative by the Park group of hotels named as the Park heart of hope has started in which the Park hotels are providing services to their neighboring area residents. These services include the delivery or demand of food, grocery, medical, or other help to the citizens, especially senior citizens. It's possible to contact the hotel by phone, and hotel

personnel will assist anyone in need. (#THEParkheartofhope, 2020). Hospitals have been provided with hotel cars so that patients may be transported. When it comes to the rising number of verified cases of the COVID-19 coronavirus, more and more entrepreneurs, corporations, and multimillionaire benefactors are coming out to pledge their assistance. International Economic Forum. India's car tycoons, Maruti Suzuki and Mahindra are preparing for the Coronavirus pandemic with ventilator production (Maruti Suzuki and Mahindra are ready to make Ventilators, 2020) in a world where major corporations are geared up to cope with their dwindling economic status.

Biscuits with Maple Glaze New York City provides biscuits to distribute to those in need. At the same time, Phoenix Roasters delivers coffee and lemonade to help quench thirst and keep people from succumbing to hunger and thirst in the middle of heightened uncertainty.(romper.com, 2020). According to a recent article by CNN, college students are like shopping angels, delivering food to people in need in their communities whenever they go shopping for their own needs. They also bring food for individuals in their neighborhoods who are less fortunate. For every 50 youngsters in

Columbus, El Rodeo restaurants give them a free lunch. Reynolds and Blake Lively, two well-known Hollywood actors, have pledged \$1 million to American and Canadian Food Banks to support the additional food resources necessary to alleviate the strain on non-governmental organizations (NGOs). (romper.com, 2020)

One of Austin, Texas' most accomplished distance runners, CC Rowe, is now utilizing her time on the road to bring things to those in need. This will motivate a slew of other volunteers to do the same and serve the world with their generous hospitality in various ways.Reports on KUT Radio).

The suspension of NBA games has left many stadium personnel without a paycheck. Kevin Love, Giannis Antetokounmpo, and Zion Williamson have all pitched in to help make ends meet. Asiyah and Javed, two local heroes in Scotland, have been handing out free face masks and cleaning materials to the elderly... Many others throughout the globe saw what the two of them did, and it inspired them to keep doing what they were doing to rescue humanity (The Independent-News Paper). Many Utah kids will benefit from Donovan Mitchell's generosity, WCHS-TV reported. Students are the worst

hit in the Pandemic, and even a modest amount of assistance is much appreciated. In the fight against the Coronavirus, "Uber is dedicated to delivering to healthcare personnel on the front lines." According to CNBC, Uber's free delivery choices for healthcare workers might help raise their spirits and keep them focused on the battle against the virus (REF).

In the wake of the epidemic, "compassion for the homeless" has emerged. That is to say, before the epidemic, people went about their daily lives unaware of what others were doing. Now that the impoverished are suffering, the edges of people's hearts have been softened by witnessing the deplorable conditions of the victims, inspiring many to act to help those in need.

Conclusion:

From the given aspects about which the discussion is carried out, it is evident that ethics serve as the foundation of various good happenings in Hospitality and different formal or non-formal setups. These good happenings are backed up by ethics only. Ethics are invisible yet visible, or in other words, it is taken care of while performing the functions of management- planning, organizing, execution, control, forecasting, budgeting, etc. Although ethics is a branch

or sub realm of philosophy, its practical implementation is way more nowadays rather than it being just a theoretical tool as ethics are considered while making rules, regulations, boundaries, breach of which is thought to be unjust according to the organization and depending upon the complexity of the situation can also turn out to be socially unacceptable. This statement can show how deep the roots of ethics are seeping down in the corporate sector or the hospitality sector. Also, with a growing population and rising number of organizations that safeguard the rights of the working class, the external pressure on companies to implement more ethically backed rules/regulations/standards is growing day by day. Hence, it can be concluded that ethics are, however, becoming compulsory and may bound the actions of many. Still, the ethics can only portray the authentic Hospitality in mind and when the ethics are followed not by the external pressure like rules but by the internal urge to run and function by the ethics.

Suggestions:

As discussed in the text, as mentioned earlier, ethics play a significant role in the day-to-day activities that occur within an

organization. The portrayal of ethics determines how good an organization is, directly or indirectly. Customer satisfaction relies a lot upon the ethics displayed by every person that has come across the guest while delivering or providing the services. There are specific suggestions for the industry as well as for the people who are required to show Hospitality in any sense; those suggestions are given below: Hotels can conduct meetings related to psychological analysis of various aspects which are carried throughout the operation. This psychological analysis can be done for the employees as well as for the functions that are performed by the employee so as to come to a conclusion if it abides by the ethical code of conduct, prescribed by the organization.

Ethics are subject to change hence updating them time to time is need of the hour. This can be done either once in six months or annually, so as to check and adjust according to the dynamic nature of the market.

Ethics cannot be acquired just by reading or learning them, they are non-materialistic in nature and hence it is required to inculcate these through practice/ rather than organizing a class for it.

Learning and development department should keep an eye on the employees and check if there is a need for correction in the behavior, also if required certain actions or corrective measures are taken.

Learning and development department can also initiate making files of employees and incidental files for marking the events or any specific happenings that are turning out to be hindrance in the ethical code of conduct. This files or reports will help them at the time of amendments.

Some practices that were carried out during the phase of ancient hospitality should be revived in the modern hospitality culture to portray better ethics.

Education systems should be updated and subjects that have the capability to nourish moral and ethical values should be tough in higher classes too. This can lead to usage of this knowledge in day-to-day life as well as this will also help them not only in decision making but in taking apt and ethically right decisions.

Hiring of Personnel (Psychologists, Counselors and Researchers in large scale organizations) who can actually mend unethical behavior through counseling sessions and promote socially accepted

behavior which can encourage better bonding between employees; better understanding between management and employees, thereby creating a better workspace where everybody is happy or at least satisfied, which on the other side promotes better interactions with guests, thereby leading to guest satisfaction. It is although an ever-changing process and will vary upon person to person and from situation to situation, thus, stereotyping it that better ethical practices will surely lead to better results in every form is not apt, however, considering ethics as a tool to solve many problems can be of more sense, efficiency of which varies.

Future Scope and Recommendation

Apart from the above-mentioned points, some of the hotels are already doing well when it comes to introducing the ethical practices and promoting culture. Most of the phrases that depict culture, beliefs, values and ethics are however standardized in the chain, still, most of the times, not these phrases but the way in which a person reacts when stimulated by the situation is the depiction of how ethically he or she has managed to cope up with the situation.

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