

Responsible Hospitality: Theory and Practice

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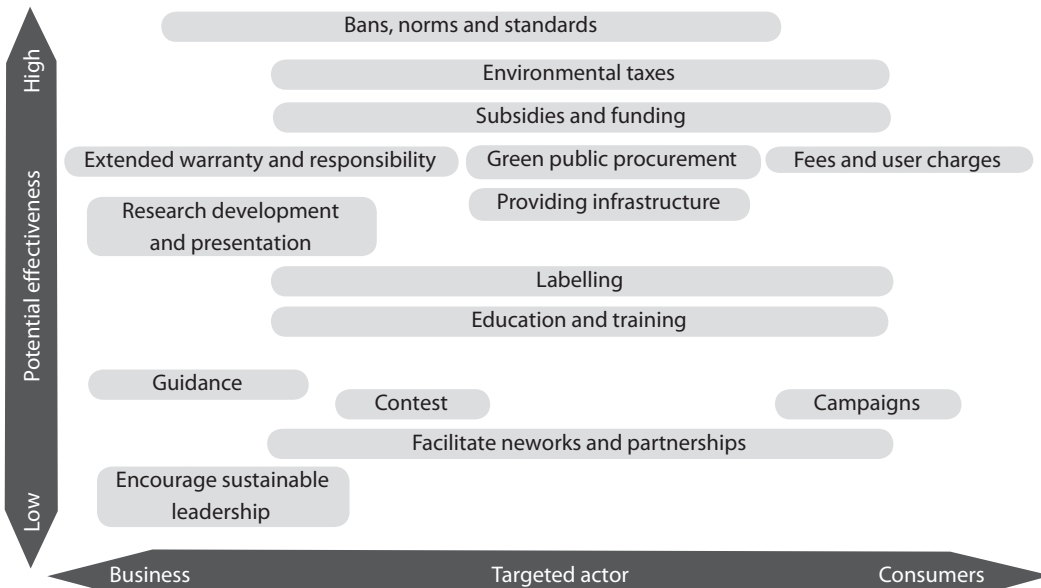


Figure 39: Policy Instruments for sustainable consumption

Source: UNEP/Wuppertal Institute/Centre on Sustainable Consumption and Production *et al.* (2010)

Text box 44: The issue of corruption

It is implicit within Principle 7 that businesses do not engage in corrupt practices. This is a simple statement to make, but not always easy to enforce. Any global company will be aware that when operating in some countries the line between normal business practices and corruption can become blurred. Openly corrupt demands for permission to build or gain the management contract to operate in a property may be easy to spot, if not to refuse. More difficult to manage are the smaller instances of corruption. These are relatively common in some countries when seeking to renew contracts to supply water to an existing hotel spa or gain the opportunity to bid to provide hospitality services to an oil rig and so on. It is when dealing with the issues of corruption at this level that businesses often overstep the mark. Companies that are serious about beating corruption actively ensure that dialogue with policy makers takes place to fight against corruption. Marriott, for example, addresses this issue through its Business Conduct Guide which is supported by a legal and ethical conduct survey to ensure compliance.

Source (<http://www.marriott.com/corporate-social-responsibility/corporate-values>).

Many businesses have long since recognised the benefits of policy dialogue – not least to ensure that policy interventions support responsible business initiatives and the regulatory bar is sufficiently high to target those businesses that ‘do bad’ – thus preventing the name of big business in general from being tarnished (www.edelman.com/trust/2011). The last decade, has, therefore seen extensive voluntary initiatives from businesses working in partnership with governments to tackle issues from corruption to obesity and poverty to carbon reduction.

Chapter extract

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