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Ethical Practices and Challenges in Hospitality and Tourism Establishments: Evidence from Oriental Mindoro, Philippines

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ABSTRACT

This case study examines the ethical practices and activities of three hospitality and tourism (H&T) establishments in Oriental Mindoro, Philippines: a coffee shop, a hotel, and a restaurant. It emphasizes critical ethical aspects, including labor practices, environmental sustainability, and guests' interactions. Data were gathered via semi-structured interviews with frontliners across several establishments and evaluated thematically to yield a thorough picture of ethical participation within the industry. The findings indicate that the establishments exhibit commendable ethical procedures across multiple domains. Regarding labor practices, they advocate for equitable remuneration, work-life balance, clear communication, and the careful use of social media for recruitment purposes. Environmental sustainability is demonstrated by waste segregation, diminished plastic consumption, and advocacy for local sourcing. In customer service, integrity, politeness, and attentiveness to guests' input is regularly highlighted, demonstrating a dedication to excellence and reliability. Despite existing areas for improvement, especially in maintaining uniform ethical standards across divisions, these problems offer significant prospects for organizational advancement and policy formulation. This case study underscores the increasing culture of ethical consciousness and social responsibility within the hospitality and tourism sector of Oriental Mindoro. It offers critical insights for managers, educators, and entrepreneurs to enhance ethical performance by connecting organizational ideals with daily operations and sustainable business practices.

INTRODUCTION

The hospitality and tourism industry is a multifaceted industry that encompasses a wide sector. It does not just cover a single area but holds and affects so many sectors around the world. It has long been coined as the one impacting social, economic, and environmental areas; however, due to the utmost concerns of the different stakeholders in addressing pressing issues related to this, business ethics have been institutionally and industrially recognized and practiced. Business ethics has now been used as the company's corporate social responsibility (CSR). According to Peng and Zhang (2023), corporate social responsibility (CSR) is fundamental to the sustainable practices of numerous organizations. When an organization neglects to prioritize ethical principles in its daily operations, it becomes unsound for it to prosper in the tourism and hospitality business. It is apparent today that the majority of consumers are aware of the CSR activities and strategies of hospitality and tourism (H&T) establishments. They are more likely to trust products and services that deliver CSR to the general welfare of tourists. Companies that dedicate their resources to implementing CSR in alignment with their vision, which mirrors their daily operations, are perceived as sensible and attentive to the urgent requirements of both their internal and external stakeholders. This is demonstrated by the CSR programs of several H&T corporations globally.

Since 2013, Korean Air has partnered with Habitat for Humanity Philippines, a Negros Occidental nonprofit that houses the homeless. Typhoons render locals homeless due to the natural disasters that have plagued the province for years. Korean Air planted trees annually in China's Inner Mongolia's Kubuqi Desert and Mongolia's Baganuur to reduce desertification. Different countries have CSR efforts. Tourism Malaysia leads the comprehensive Redang Island CSR program, which aligns with the UN Sustainable Development Goals. The initiative promotes cultural exchange and Malaysia's heritage. Berjaya Hotels & Resorts, Tourism Terengganu, Universiti Malaysia Terengganu, mainstream media, social media influencers, and celebrity chef Dato' Ismail Ahmad are involved. We can clean beaches, educate about turtle protection, and make soap from recycled cooking oil. These initiatives are in current tourist packages and follow the 2020–2030 National Tourism Policy. This project aims to promote Redang Island as a holiday spot and preserve its natural and cultural resources. As said, H&T business is responsible for certain significant social, economic, and environmental impacts worldwide. Therefore, H&T premises should be responsible for CSR. Integrated hotels have CSR efforts. City of Dreams is a prime example. In a Philstar.com post, COD Manila announced its third "green tour" to demonstrate its sustainability. A herb garden, Nordaq water filtration and glass bottling system, e-bike charging

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station, solar solutions, and vermicomposting facility were on the tour. The resort will invest P30 million in 612 PV solar panels to reduce its reliance on fossil fuels. By 2022, the parking building's rooftop herb garden and vermicomposting facility will decompose 145 metric tons of food. A food waste composting system at the resort gives its partner farms 896 kg of compost. The tour featured herb repotting and the resort's food and beverage sustainability efforts (Bracamonte, 2024). Digital giants like Canva practice CSR. Canva Philippines and the Philippine Eagle Foundation (PEF) are planting three million trees in Mindanao through Project RegAIN to reduce deforestation and protect biodiversity. The "One Print, One Tree" Program by Canva supports local farmers and endangered species like the Philippine Eagle. The initiative funded 27 projects in 13 countries. National ordinances encourage CSR in the Philippines. The Commission on Human Rights (CHR) has backed Senate Bills 2355 and 2722, which promote CSR in businesses for sustainable economic development. The law allows companies to donate extra earnings to philanthropy, sustainability, and employee well-being. The Department of Trade and Industry must also recognize outstanding CSR efforts. The CHR noted that these bills follow the 1987 Constitution's call for private sector participation in national development and include a human rights framework. CSR should be a requirement for tourist and hospitality enterprises to survive for the present and future, regardless of rules.

This paper recognizes the ethical practices and challenges of three H&T establishment-resorts, a coffee shop, and a hotel in the province of Oriental Mindoro with the aim to encapsulate their CSR initiatives, which supplement their business strategies.

Objectives of the Study

The hospitality and tourism business expends significant energy in its pursuit of elegance, entertainment, attraction, comfort, and a diverse array of products and services (Appiah *et al.*, 2023). Some business practices are often made to make a profit, and willingly or not, they somehow affect external stakeholders negatively. This study generally aims to investigate the ethical practices and challenges in the H&T.

Specifically, this case study aims to address the following objectives: to examine the ethical practices of select hospitality in the areas of human resource management/labor practices, environmental management/sustainability, customer relations, and other areas of operation. It also tries to identify and discuss the major ethical challenges faced by the establishment.

MATERIALS AND METHODS

Research Design

This study was conducted through a case study of three hospitality and tourism establishments as a representation

of tourism and hospitality services in the province of Oriental Mindoro. According to the NTDP 2016-2022, there are nine (9) categories of the Philippine tourism product portfolio (Department of Tourism *et al.*, 2016). The province of Oriental Mindoro has exerted much of its effort to enrich its existing tourism products, such as sun and beach tourism, diving and marine sports tourism, cultural tourism, nature-based tourism, and MICE tourism. The chosen hospitality and tourism establishment falls under the stated tourism product portfolio of the province.

Data Collection Methods

Semi-structured interview questions were utilized to ascertain the ethical practices and challenges of tourism and hospitality establishments. The interview responses were translated from the Filipino language to English and transcribed using online transcription tools (Turboscribe and Good Tape) and were analyzed thematically using an online qualitative data analysis tool, MAXQDA24.

Description of Respondents

The respondents of the study were two managers (male) and one receptionist (female). They were aged 29-45. All of them were tenured and regular employees with 10 years or more of service in their respective companies.

Ethical Considerations

The researcher obtained an interview permit from the company owners and awaited the confirmed time to carry out the interview. The schedule is acknowledged to be beyond the grasp of the researcher, as it may become increasingly difficult to obtain due to the impending peak season. Secondly, upon obtaining the permit, the researcher clearly informed the respondents that their interviews would be recorded. Images were requested before to capture to safeguard the respondents' data privacy. It was explained that the collected information will be utilized exclusively for research purposes. After the thematic analysis of the interview responses, it was emailed back to the respondents for member checking, and then validate the authenticity of the emerged themes. The research revealed that conducting an interview addressing the ethical challenges of a certain firm is difficult, tricky. The researcher must maintain an open mind and recognize that all obtained answers are valid.

RESULTS AND DISCUSSION

Some practices and challenges were practically observable in the select H&T establishment, while others were acquired from the interview.

Observed Ethical Practices in Various Areas (e.g., labor practices, environmental sustainability, customer relations) Below are the observed ethical practices from the three select H & T establishments. The discussions were divided by establishment.

Ethical Practices

H&T 1

Labor Practices

Utilization of Media in Hiring

Social media has enhanced global accessibility, providing equal opportunity to all individuals. Social media is employed in hiring processes. When asked about how their vacant positions are communicated, he mentioned, “For hiring, usually through social media, like Facebook, or Instagram. Then, the spread out, all the people who can see your posts, and then the other ones, our staff that we know before or directly, can apply. So, actually, hiring is faster when you use social media.”

Non-Acceptance of LGBTQ Members

The hospitality industry tries to promote inclusivity. However, there are still existing H&T establishments that are bound by their institutional philosophy not to mainstream gender-based preferences when it comes to hiring the workforce. As mentioned, “So, for us, because we came from a Christian family, we believe that God made us just two genders, that’s male and female. So, we respect the LGBTQ community. By all means, they can go here, they can have photos here, they can have their events here, but for an LGBTQ member, my preference would not be to accept any (members) LGBTQ community.

The normal hiring process is being carried out in accordance with the law; however, when it is found out that applicants are members of the LGBTQ community, they are not considered. As shared, “Of course, by that interview, that’s the purpose, right? That’s why we do the interview, so that the person can talk. Not necessarily, if I talk to him, he’s hired, right? So, it’s not automatic. But when it comes to the LGBTQ community, first of all, of course, we’ll ask the people we know. Do you know this person? So, I need to have secondary information about the person so that, at least, I, as an interviewer or as a manager, I’m also prepared to answer, to make the conversation easier. Because, first of all, I’m the interviewer. So, I need to have a background. We respect the LGBTQ community, but we prefer not to employ any members of the LGBTQ community. But if, for example, it’s a cross-dressing issue, that’s what we’ll do. Okay, so we respect that, but it’s not the place for us to be really open about it. Because, basically, we have principles, we follow them, and we have a belief system that the LGBTQ community should also respect. Because it’s not because of them that we need to use the law or the policy. So, it’s not like that. So, it’s better not; both of us are equal, but it is not the LGBTQ community that should be the reason to break some of your rules.”

Despite concerns affecting LGBTQ individuals, some establishments choose not to include them. The prerogative of an organization must always be honored with complete awareness.

Right Compensation

Businesses that adhere to the standard salary rate are not

only compliant with legal requirements but also contribute positively to employee and community welfare. The coffee shop, just like any other business, tried its best to adhere to laws. As revealed, “So, we decided to give them 8 hours per hour their wage, their fee is compliant to the provincial rate, Php 395. Then, if it’s a holiday, we have double pay. Additionally, if you have a duty on Christmas, you have to go to work on November 1 and 2. They’re obliged for a 30% increase per day. So, it’s a big deal.

Staff meal on duty is also essential. It may reduce employees’ daily expenses and enhance their financial condition. The coffee shop owner revealed, “They’re allowed to eat food in the kitchen. But, limited only to like, 10 per shift.” Compensating employees for their diligence benefits both the workforce and the organization. He declared, “They’re being rewarded for their hard work. We also have a quota. For example, the sales per day reach a certain level. All of them will have a tip of P100. For all the cases. So, every day, there’s a tip that we collect. So, we try as much as possible to compensate properly. Because they have the right.”

Employers must ensure compliance with the overarching requirements of the business and local government. Employees occasionally find it burdensome to cover the costs of their documentary needs; yet, as food handlers, they must also adhere to health and sanitation regulations. To lessen the burden to the staff, the coffee shop owner mentioned, “In other companies, the staff spends their own money, right? What is 350 per year? You just have to get your’re X-ray. That’s already an incentive for him. Or he can check if his blood sugar is high. See, you have to take care of your staff.” It involves seeking a mutually beneficial connection with the workers.

Work-Life Balance

As much as the businesses wanted to gain more profit by operating long hours and a tireless shift, employers increase their awareness when it comes to the employees’ well-being. When asked how the staff’s rest days were, he mentioned, “So, usually, it’s on Monday. Considering that the coffee roastery respects Monday as their worship day, he decided to halt operations on that day. He added, “We give them rest, actually. So, the coffee shop is open only six days a week. We are closed on Mondays. Then, we’re open half a day on Sundays. So, we’re open from 12 p.m. on Sundays, lunchtime, until 10 p.m., and we’re closed on Mondays. Even though we’re workaholics, we do a lot of things in our lives.”

In the tourism and hospitality sector, it is evident that shift hours can be both demanding and occasionally exhausting. To prevent burnout among the coffee shop staff, they have resolved to adhere to an 8-hour shift and augment manpower as necessary. He revealed, “Other restaurants told us that we hired a lot of staff. So, well, that’s actually just normal. Because the other restaurants that we know here in Calapan, some of their employees are working 12 hours a day per shift. So, it’s like, wow. It’s like you don’t have a life. So, I said, I cannot do that to my people.”

He also added, “The sanity of your staff when they’re alive is going home, sleeping, eating, waking up, working in the shop. From 6 am to 9 am to 9 pm, every day. It’s like, wow. Who wouldn’t burn out like that? That’s what we try to avoid.”

Furthermore, in order not to hamper operational standards, they have also allotted one day for general cleaning, a general staff meeting, and a standard recheck. This is to make sure that the staff, old and new, may fill the gap when it comes to serving the best quality of food, as they are not serving only coffee. He shared, “So, we request one day per week that we all go to the shop, then we clean up, then we’ll be providing dinner, then we can talk about the operations. So, like, how is everything going? How are you doing in the kitchen? How are you doing in the bar? How are you doing in the service? Are you exercising teamwork?” It is also important that checking on staff is practiced. By that, concerns, issues, and practices are addressed first-hand.

Open Communication

According to the owner, must be exercised to avoid conflict. As they identify their business as small compared to many, they have made sure that all issues concerning staff are addressed in the same manner. He mentioned, “And we’re asking our staff to be really open and honest because, you know, we’re worried about the issues if we don’t address them right away. But in the meantime, there’s an open forum, so we can sit down.”

Employees, akin to other components of the company, possess distinct demands. Rest days are not exceptions. To avoid disrupting operations, they have ensured open discussion before creating the weekly schedule, allowing staff to feel comfortable requesting their needed days off. He revealed, “So it’s like that, yes ma’am, we do have, we treat them (as) well-being, because when they request an off, we give it to them. It’s just that it (should) be in the schedule.” Reprimanding staff is unavoidable shortcomings. After all, it can lead to more serious conflicts when shortcomings and infractions are not addressed right away. According to the owner of the roastery, they are practicing leveling when it comes to staff violations. He revealed, “So yeah, we gave them, okay, example, you behave like this, you’re given a yellow card, so that’s the warning.”

Free Uniforms

The standard at a hospitality and tourism establishment is fundamental. The employees’ uniform is an integral aspect of the branding that any organization should maintain. The owner takes pride in saying, “So, all the people in front of the house, like those in the bar, and those in the service, that’s what we always remind them to appear properly, right? Because the clothes, the smell, the appearance, and so on, should follow the dress codes. So, we have uniforms that are provided to them.

So, we have four or five sets of uniforms that they can wear. So, it’s given by the company. So, again, just follow the dress code.”

Environmental Sustainability

Our environment is the backbone of our sources of living, so it cannot be taken for granted. The following ethical practices were observed and thematized based on the interview response.

Segregation in Place

So, before, when there were a lot of garbage collectors, there was no ASF, there were people who picked up garbage. And then, our drainage in the kitchen, we have a grease box so that the sewage doesn’t mix with the sewers. So, here, twice a week, they only pick up (collect) trash. So, everything we throw away is cartons, kitchen paper towels, straws, and leftovers. But the leftover foods, we have compost.

No Plastic Policy

The coffee shop is located where there is an ordinance prohibiting the use of plastic. The coffee shop, being compliant, also realized the benefits of not using plastic in their operations as it eliminates unnecessary waste that may cause problematic waste management issues. As declared, “Paper cups. It’s noticeable. Then, bamboo utensils, things like that. Though we’ve seen restaurants that don’t use plastic, we stick to paper cups. Our supplier of those products is also here in the province?”

Elevating Awareness on operations

Given the nature of the firm, owners need to invest in the impacts of standard operations. The process begins with the acquisition and dissemination of knowledge, alongside an assessment of the effects, and causes of your business activities. The coffee shop is evidently knowledgeable about its roasting operations. He declared, “The steam that comes out of the coffee. It has a roasting machine has a chaff collector. It means the coffee beans, when they’re roasted, have another skin. It’s like, it has an endodermis that gets removed during the roasting process. It gets collected. Because if there’s no chaff collector, all of that skin, for example, you have two kilograms of beans, all of them have their own skin. It’s like, you’re spreading the by-product of the coffee. There’s a lot of that when the chaff gets collected. But if the roaster doesn’t have that kind of feature, it will expose the chaff to the air. So, it will be like, it’s salty, it’s polluted, or it’s not safe in the environment.”

Customer Relations

Fairness

In the hospitality and tourism sector, particularly within coffee shops and similar establishments, equity is paramount. As businesses pursue economic success by diversifying their offerings and enhancing marketing strategies, they must also consider the ethical implications of fairness. He mentioned, “Other coffee shops offer P49, P50. Espresso is like that. We roast it, we process it properly, and it’s P50. It’s like, hello? You have a lot of farmers; it’s hard. So, we can’t market it to Class C

or Class B markets. Who can pay for a certain meal? Because prices are always going up. You think your price is expensive, but it's just a break-even. For the whole day, if you pay for all the supplies consumed for that day, your food for that day, the electricity and water consumed for that day, and gross sales, you'll see that there's still 2,000 left. 3,000 left.

Engaging in a business with substantial expenses is considerably more difficult if one intends to remain in the enterprise. He emphasized, "But I think we're at the price point where we can settle all our obligations. Like transportation, electricity, supplies, even cash advances that are untimely.

Customers are the blood of the blood of the business; it is important to note that they are essential. He expressed his full appreciation saying, "If it wasn't for their support, I wouldn't be here. No matter how tired you are, you wouldn't be here. And then we're just trying to do our best for the food to be really enjoyable. You'll be satisfied. The servings, the serving size, you won't get fed up. You know, when you eat at the coffee shop, it's worth it. Even if you only have P400 or P500. It's worth it.

Business proprietors must to exhibit fairness towards individuals from diverse backgrounds. It is imperative to treat all individuals with consideration, regardless of their origins. He shared, "Over 5 years. But, the family members here that I know, they are well-known families. There are high-profile people who go to the shop that I don't know. But we talk. So, the way I talk to these people are non-biased. Because I don't know them. So, I don't have a reservation to really talk to them. A few days ago, when I was roasting, there was an old man. He had bodyguards with him. I asked him if he was a congressman. He said he was a government official. Eventually, I found out after we've talked, he's the general. He's like the head of the whole PNP. Of Region 4B. Even the politicians who come here, I talk to them in a regular, in a normal way. For us, as I told you, customer service for us is really primal. It cannot be neglected.

Equity should be maintained in the manner of food service. A minor gesture carries significant weight. He mentioned, "In the kitchen, we make sure that we serve per table. If there is a food order on the other table that can be cooked quickly, let it be. Just Park it first because it will have a different psychological impact on the customer when they eat alone. Things like that. So, there. We don't want to ruin the moment of our customers by poor services. Fairness in the hospitality sector is important. It will always come a long way when you treat everyone fairly.

Personalized Services

The coffee shop is serving to the working class. Their market chooses them because of the comfort that they can give whenever they are at the coffee shop. Personalize service is evident and was also expressed by its owner which is a good and ethical practice.

As revealed, "So, if you are not organized, your team

is not organized, you are lost. Then, eventually, poor customer service, no one will come back to the coffee shop.

It is also important that business owner are hands on. So, that's what I assess. I always evaluate what's happening. Because I read people. I don't read a lot of books. But I read reactions, verbal communications, non-verbal communications, of a person. If you are good at reading, you will be able to identify. So, we have these standard recipes for all food items, things, and inventory, yeah, those things. Each one of them should follow the recipe and the procedure properly. And then, as business owners, I have to go to the kitchen to taste every food that they prepared.

I'm the one who tastes. I'm the one who tastes. I can't waste the food. It won't be served to the customer. So, yeah. For example, it's delicious, but there's something missing in the texture, in the cooking, or seasoning"

Employees should also understand that services always come with ethical and genuine intention. Attention to the customer's mood and being careful with attitude is crucial. He mentioned, "In our services, and in the bar, we always tell them to be approachable. We always remind them, if you see a customer who is a bit irritating, or has a high tone, you have to be courteous and then be polite." They are even serving free drinks to customers who are celebrating special occasions with them.

Product Safety

Product safety is paramount in any food enterprise. It should be adhered to and implemented diligently, not merely for the purpose of corporate image, but because it is the establishment's obligation to provide safe food. He reiterated, "Even if we have stock, it's in the freezer. For example, our smoked beef. You won't smoke beef every day. If you just roast smoked meat, 6 kilos, then you'll portion it. And then freezer. Always ensuring that all our freezers, chest fit freezers, chillers are working properly. Because if you have a chiller that's broken, it doesn't get cold anymore. And you have a lot of frozen goods that you need to store."

The owner's hands-on approach likely encouraged all staff to adopt a critical stance regarding the quality of the food served. He added, "And then, in the bar, the milk that's opened, the caramel sauces that we use daily, we always clean it. And we always double check if the milk is still good. If it's not, it's discarded. Yes, it's discarded. Once the milk is put in the refrigerator, just don't leave it at room temperature. And then, other than that, what else? We wear gloves. We have gloves in the kitchen. Wearing proper PPEs like apron, hair net, shoes, and the flooring of the kitchen. Because if your kitchen is slippery, that's very hazardous to the people in your kitchen.

In addition to economic reasons, establishments choose to manufacture their own products. More significantly, this is done to maintain the quality of their goods. He revealed, "Actually, this is one of our secrets. We make our own chocolate syrups, our own caramel, our own

vanilla syrup, our own mayonnaise, our own sauces. You know, when you go to a grocery store, there's one that's 400 pesos. And you can still make it. Yes. So, that's where we save money and ensure product quality at the same time."

Other Concerns

Community Engagement

The coffee shop exists not alone to provide high-quality specialty coffee but primarily to fulfill its purpose of supporting indigenous coffee growers. Their location, livelihood, and money sources hinder their accessibility. The coffee shop, due to its origin as a missionary group, indebtedly get inspiration from the coffee growers that despite of their situation they are still happy and contented. He expressed the origin of the coffee shop and said, "We had a mission out, which is during my community-filled nursing practice. So, I'm very much involved in community organizing and development in my community." He also added, "We do community outreaches like medical mission, feeding program. The coffee shop answers all of our expenses, food and clothes. Sometimes, we do fundraise for a particular project. This November, we have an upcoming medical outreach." Being connected with the growers, takes a lot of dedication. Being with them means understanding and living with them. The coffee shop owner shared, "Proper drying, selective harvest picking. Of course, I'm the one who's going to buy the coffee, right? So, I should teach them the right process. So that when I buy the coffee that they processed, I know that it passed the quality test. So... I can say that this coffee is already on a premium price. So, what I do is, since I taught them the right processing, the coffees that they processed for us in the coffee shop is already at the premium level. Because it's premium, it's special.

He added, "And then, they also found out that we are also educating farmers on how to post-harvest processing. I'm also a licensed coffee processing professional. So, that means, I'm in the coffee roasting industry. And at the same time, I'm a coffee processor. Obviously, we are the one training. I also have the knowledge to process my own coffee if I have my own farm. And at the same time, because it's my nature to teach coffee processing, I also send it to the local coffee farmers. Sometimes, it's better if the LGU will organize a formal training. Because they will be able to reinforce their learning if there is an opportunity.

Appreciating their hard work is connecting with them because they didn't just put on their land for that but their sweat and blood more importantly. So, it's an ethical practice of the coffee shop not to exploit them but enrich them; give them the recognition that they deserve. He expressed, "We became partners. So, the coffees that we buy from our Mangyan farmers here, though the production is still weak, but they're all considered on a premium quality already. That's why I give them a premium price. So... I taught them. I don't expect them

to be like this, okay? For example, the market price of the coffees is 350. Then I give them a premium of 100 or 150. So, it's like I'm giving them a loan. I don't do that. I'm sorry. It's not just right to do that."

The coffee shop aims to become the foregoers of specialty coffee and roastery in the province. They also believe that Mindoro has good quality coffee. It's just that, some should start. He mentioned, "The price of coffee in Kalinga, Davao, or Bukidnon, is the same as the price of Mindoro. So... They're doing a good job. Also, in order for Mindoro coffees to be sold in public, I have to produce something. That's why other coffee brewers or enthusiasts who know about Mindoro coffees, they're surprised. Because it's only this season that Mindoro coffees are released in the market. Through our efforts, at least, right? There's a start."

To also give opportunities to non-coffee growers, the coffee shop has a display of the producers and artist throughout Oriental Mindoro. He mentioned, "Other products, their products, like the weaving products, are displayed in our merchant wall. So, the sales go to our communities. The other thing is, in our merchant wall, it's not consignment anymore. So that your gifts or your craft can be displayed there. You can earn money. I'll be happy. If I saw an artist or a craftsman doing an act of charity, I won't ask him for commission anymore." It is always best to consider that we exist because of others, our community.

The coffee shop established partnership with coffee growers in different municipalities through their key persons who served as communicators within the community on matters like orders, demand, and capability trainings among others. They have always involved their staff on their community development activities. He revealed, "And the exposure of my staff to those kinds of activities. Because it develops them as a person. They see the other side of the world." It may be too much to expect, but employers should have the philanthropic obligation to communicate their vision for empowering communities with their employees.

The coffee shop exists to back up the local coffee industry in the province. Bonus points when they have experienced customer's love and loyalty on their offerings. It is admirable that they were able to spread awareness that Oriental Mindoro has coffee through partnership with the community. The owner revealed, "We trade secrets with them. We get our ingredients from them. But The coffee shop really wants to promote local."

H&T 2

Human Resource Management/Labor Practices

Inclusion

The hospitality and tourism establishment acknowledges the diversity of its workforce through the inclusion of LGBTQ members and persons with disability (PWD). When asked if they accept LGBTQ members, they mentioned, "Yes, of course. Sometimes, it's more fun if there's someone like that. When it comes to PWD, "We do accept as long as they can do the job".

Employees Privileges

H & T establishment's core responsibility is to uphold just labor practices. When asked about their wages, she mentioned, "Every time there's an increase, they increase it right away. They also give service charge for us. It's like a department for hotels and restaurants. It's a 5% service charge from the company. We are also given that. So, it's okay."

Working in a service-based industry is not just about the monetary compensation but also it covers other privileges. When asked on the availability of shelter houses for staff, the receptionist mentioned, "Yes, we have. It was free. The company doesn't charge you anything. For example, if you pay for the toilet, they don't charge you anything. It's really free."

Paid trainings are also available. She mentioned, "They're paid for 2 weeks. Yes, we have. The payment is only 70% from the salary. It's like a training fee. If it's 2 weeks, the maximum is 1 month. If you can stay in your department, you can start your regular week there."

When asked on her perception regarding the competitiveness of their salary, she stated, "Yes, it is. But when it comes to our income, it's not about the salary. It's about being with our boss. Because it's really easy here. We have a smooth workplace. Our boss is really kind. We have a minimum wage. It's P395. Plus, service charge."

Institutionalizing Operational Familiarity

In order to have a smooth operation daily, enhancing operational familiarity among the staff is mandatory. When the receptionist was asked about how they start their duty especially during their first day, she revealed, "We do a tour for the whole department. We introduce the employees one by one. After that, we read the Code of Conduct. If there's a question, we ask the supervisor because she's at least aware of the rules and regulations that we can abide by. That's what we do first. We read the Code of Conduct. When asked if their code of conduct changes, he cited, "It changes, ma'am."

Management Trust

Trust and confidence are key factors in operational understanding towards management and employees. To ensure that the labor practices are ethical, encouragement should also be starting with the management. She mentioned, "Ma'am, our boss has a big trust in us. He's really kind. He trusts his staff a lot. There are staff here who have been working here for 20 years. I started in the Philippines. My supervisor has been working here for 20 years. He has a big trust in his supervisors. He's always here." Even when it comes to conflict management, trust should be present. "When it comes to fighting, ma'am, until we have a supervisor who arranges everything, we don't bring it to the management."

Staff Monitoring

When asked on how staff are monitored during duty hours, she mentioned, "We have CCTV throughout the area. We don't have a chance to get anything."

Strengthening On-the-job Training (OJT) Relations

When asked regarding the SOP on how they are hired as staff, she mentioned, "During hiring, Ma'am. The first thing they validate here, if they want to hire you, is your skills when they hire you. That's why they want more interns like them. That's where they get them. When I was hired here, I was an intern. I was an OJT. They asked me if I wanted to be absorbed. It's like I came back here. I started here in 2015. I resigned here in 2018. I came back here in 2022. When it comes to hiring assistants, they want more trust. They've experienced the process here."

But as part of the hotel's SOP, OJTs are also grounded to function as mainstay employees such as transacting payments etc. They mentioned, "No, not yet. We're not allowed to do that. Even if we're OJT, we're not allowed to do that."

Work-Life Balance

According to reports, the Philippines is one of the countries who has a low work-life balance. It may be due to the environment and culture of Filipino employees. When asked on their take on work-life balance, she stated, "Ma'am, that's why we really like it here. When it comes to the work-life balance, when you go home, you don't have to think about anything else. You're chill. It's not like when you go home, you still have problems at work. That's what I like about the environment here. It's not toxic. This is even her work schedule is from 7 a.m. to 3 p.m."

The hotel receptionist was also a recipient of a work-life balance. She revealed, "When I was young, I wanted to have a baby. That's why I came back here because of my baby. Because of the workload at the fast-food restaurant (where she previously works).

They don't give me special treatment. Even if I have a baby, I still have to work night shifts. That's why I came back here. That's why I came back here. That's why I love this job. I'm different."

Environmental Sustainability

The hospitality and tourism industry has a lot to contribute economically. Unfortunately, it is also one of the many industries that contributed to carbon emissions that causes environmental degradation. One of the CSR practices of establishments are the lessening of the use of plastics and materials that caused garbage as a whole. The following are some of the

Alleviating Plastics

When asked on how they manage plastic waste on their hotel, she mentioned, "We've been through a lot. We try different products where we can save money and save the environment. Like before, ma'am, we have bottled water. It's plastic, ma'am, bottled water. Now, we avoided it. What we did was we provided a dispenser per hallway, per floor. That's a practice. Only a few hotels can practice that. Here, ma'am, our boss saw in one hotel in Upworld that they provided the dispenser."

Alleviating the use of plastic also helped them economically as it reduces their costs weekly, saying, “That’s the biggest problem, ma’am. Because the bottled water is so (expensive). Every week, we have to pay at least P10,000 for the bottled water. That’s where we can save money.”

Knowledgeable Staff

Knowledgeable employees will definitely save businesses. As they explore every day on the operations, they spend time with guests and with their co-employees, their interaction helps mold them professionally. The receptionist knowingly stated, “We use products that are not harmful to our environment. We’ve been through a lot to avoid global warming in our ecosystem.”

Guests Relations

Transparent Customer Service

Guest’s relations is among the most difficult asset to maintain. Though there are trainings given to provide excellent guest services, it is somehow based on employee’s personality. The researcher observed that the receptionist can handle work under pressure as she delivers customer needs even, she was with OJTs and deal with multiple transactions at the same time. She mentioned, “We have a lot of guests here, ma’am.

They love staying here because they love the staff. They love the service. We do personalized services for our clients. We don’t just do it by the book.”

During the researcher’s scheduled interview, a guest contacted the front office inquiring about his lost shower gel. The receptionists informed the on-duty housekeeping staff of the issue, and after ten minutes, the gel was located and the guest was notified that it was available for pickup.

Financial Technology (Fintech) Availability

Through the hotel’s effort to provide inclusive service and to keep up with industry trends, they are also implementing the use of Fintech such as Gcash, Paymaya among others. She mentioned, “But the electronic, right? Yes, ma’am. And they also love the G-Cash. Because it’s faster here. It’s convenient. It hinders them from moving to other hotels because they don’t accept credit cards. They’re not withdrawing anymore. They’re just tap-tap, ma’am. Like that.”

H&T 3

Labor Practices

HR Standard and Support

For the third establishment, it is worth noting that, after two decades of operation, they have made everything as seamless as possible. When asked on the standard wage for employees, the restaurant manager mentioned, “We still follow the standard community benchmark of wage; for Php395. They are also entitled to different benefits such as year-end bonus. “The benefits of the 13-month leave... Usually, after 3 months, you’ll automatically receive

the benefits. You just need to pass the requirements to be approved for the benefits.”

It was also explained that they are accepting members of the LGBTQIA+ community and PWD. He revealed, “Yes. Because for us, we have lesbians. But we also have gays who are past employees. We don’t have any problem with that. So, the management is open there. Because for them, it’s more capable to work.”

Certain guidelines must be followed while communicating the regulations to employees and personnel. It should always start with a proper orientation. He mentioned, “Upon hiring, we tell them the company’s bylaws. So, at least they’re aware. There’s written and verbal.” To minimize confusion and more significant concerns, the organization may take further supportive activities to communicate the do’s and don’ts.

In terms of grievance mechanism, it is understood that it is not avoidable and the manager clearly identified, “Before it reaches the management, there are section heads assigned there. Then, they will resolve the grievances. Because if you don’t resolve it, the tendency of the employees will go to the DOLE.” The Department of Labor and Employment is responsible for addressing labor issues of employees in the Philippines. So, there’s a program in the DOLE that as much as possible, establishment have to solve their grievances internally.

In terms of misconduct, the restaurant makes no exceptions in imposing sanctions, particularly for offenses such as theft and falsification of company papers, among others. He mentioned, “Yes, it’s a misconduct. There’s no need for verbal. It’s automatic. They already know that they will be suspended for 3 days to 1 week.” There are also report of late and absences as the major violations of staff.

In terms of hiring and terminating employees, there is a followed process. When Restaurant’s Bar and Restaurant manager was asked, he declared, “There’s a process. As a manager, you can’t just fire someone. So, there’s a process. If you violate the rules of the company, there’s a memo. First, it’s verbal, then written, and then suspension. If it’s still not there, then it’s termination.”

When there are provisions on hiring, terminating and sanctioning employees, there are also policies on employee’s appraisal. He mentioned, “We have an Employees of the Month. Although, we don’t give it every month. We give it every 6 months. Our last one was last July. Our next one is this Christmas party. So, from January to June, it’s an awarding. Then, from July to December, it’s an awarding.”

Though the retention policies were not clearly identified, it was noticeable during the interview that the interviewee himself was satisfied on his job in Restaurant’s bar and restaurant. He’s a regular employee and delighted with his benefits.

Restaurant, for example, has recognized their major labor practices in terms of their standards, as well as specific standards for providing workers with the support that they require during difficult times. Strong typhoons have

a significant impact on the province's businesses and communities. To alleviate the effects of natural disasters on staff, Restaurant's Bar and Restau is giving food and shelter during challenging circumstances. He explained, "It's like, when there's an earthquake and typhoon, we have a program where we have assignments to do for the department on how to provide. And we also have a room for the staff who are on duty and can't go home. And if ever there's a family member who has a child, if you feel that it's not safe for the family, you can bring them here." "When the manager was asked on the greatest learning that he acquired from working as the overseer of the day-to-day operations and employees of Restaurant's, he shared, "When I was a manager, I did my best to please the employees. But that was wrong. Of course, if you do that, you'll run out of employees. You'll put yourself on the boundary. You can't be a manager because you're always in the center between the company and the staff. Management is like a rocket fight. If you put yourself in the center, you'll run out of employees. If you put yourself in the top, you'll run out of employees. So, you have to know your boundary."

Human resources are crucial to ethical labor practices. The researcher argues that providing quality human resource work to employees is not necessarily the responsibility of HR professionals, but rather of managers, supervisors, and team leaders, particularly in operations. It is a contribution to do.

Mentorship

Restaurant's, being a fast-paced establishment has expressed its positivity when it comes to absorbing OJTs, pooling manpower, and on-call staff. It's mentorship program especially to fresh graduates are strengthened by good seniors who are always willing to serve extra. He shared, "So, it's mixed. Of course, before we hire them, they go through training. And then, we also have a pull-up manpower, which we call on-call staff. So, they're also regular staff. But it's not a regular duty. When we have events, like caterings, they're the ones we hire. If ever we run out of staff, in our regular schedule, from our pull-up on-call staff, we hire regular staff. So, you already know their performance." Mentorship is very crucial since it has paved the way for alleviating costs and wastage in the operations. When asked if they are paid during training, he mentioned, "Usually, it is 2 weeks. It's paid. It's like a training fee. Usually, it's only 30% of the regular fee.

Fair Staff Scheduling

Managers or those in the top management is responsible for the human resource side in the operations. They are very much involved in scheduling as well as making sure that employees are properly compensated, rested and scheduled for work. In order for employees to function well, they have to follow certain schedule. He mentioned, "Because we are busy. Of course, since this is a restaurant, breakfast, lunch, and dinner. So, there are enough manpower. They also have graveyard shift.

"Up to 10. Our maximum is 11 or 12. So, it's still safe for them to go home, even if it's late. For the rest of us, we only have two shifts, one in the office and one in the pool. So, the schedule is from 5.30 to 1.30. Then, there are others from 6.00 to 2.00. They can cover the busiest hours." Without compromising the business operations, managers should be flexible and keen enough to follow the required schedule.

Environmental Sustainability

Eco-conscious Decision Making

For the electricity. (And) especially for our water. Half of our water is our own. We have our own tank. Aside from what's in Calapan Water. So we're less dependent on electricity and consumption. When asked how they are saving water, especially towards guests, When there are few guests, we use our own supply. If there are a lot of guests, we backup the water from Calapan Water.

They are also compliant with the city ordinance on zero plastic. He mentioned, "Because most of our waste is on paper, since it's prohibited to put it in plastic. So, the waste that we take out is just the paper. Yes, we're compliant (with zero plastic policy). The restaurant is not an alone business; they also have suppliers. When it comes to their suppliers, they are also very particular when it comes to their packaging, etc. "Yes, in Calapan. Supporting local initiatives. They should also be following a zero plastic policy so we can support them.

On food waste management, they have identified their own waste reduction technique. "Especially food. Food. We based on food cost. Sometimes, we have a proper food cost. Unlike other restaurants, we purchase a lot of food. We only buy what we need." It is very essential that the decision making to start with eco-saving starts internally and to the top management. In that way, it can be the way of operations come forward.

Climate Change Mitigation

Restaurant's Bar and Restaurant is also aware when it comes to their impact on the environment especially concerning climate change. He mentioned, "We used to install LED lights. Not the traditional light bulbs that consume a lot of electricity. And, solar panels." They also mentioned that right after the pandemic, that's the time that they have been embracing climate change mitigation techniques and there are a lot of changes in operations.

Customer Relations

360 Feedback

They have identified customer feedback as a vital part of the customer experience. It is where all negative and positive comment may be addressed for improvement. He mentioned, "Regarding the customer feedback, all of your feedback is included with us. We gave a paper. It's included. We will transfer it to the computer so that in the future, the name of the client, the event, and the comments will be included. If there is a subject for improvement, it will be noted there. Then, it will be oriented. When we

have a marketing meeting, those concerns will be brought up to the management so that they will know the possible actions to be taken.

When asked on what specific aspect they have been consistently feedback on, he mentioned, “Usually, regarding the consistency of food. Because sometimes, there will be a reservation. For example, this is my time. It’s 6 o’clock. Sometimes, they will arrive at 7 or 7.30. The food is already prepared. Of course, it will be different. So, it’s still back to us. Even if you put a warmer, sometimes, the food is still different compared to the one that has been cooked for a long time. The quality is different. So, those are the instances. 360-degree feedback is important.”

Transparent Communication

When it comes to transparent communication, it is important that it is communicated with guest since the first step of service cycle especially with the pricing. When they feel that they are being cheated on, that is the time that they will be pursuing complaint. He shared, “If we’re selling for P50, that’s our price. For others, it’s like there’s a plus and a plus service charge. For us, it’s all inclusive.”

They are also offering food delivery through third part service delivery app; this is where pricing is very critical since it may be burdensome for customers to increase price abruptly. He also added, “That’s why we stretched it to our profit, just a little. Because ideally, if you’re pricing here in the restaurant, your profit margin should be only 30%. That’s your food cost. That’s why sometimes, our food cost reaches 50%.

So, if we give them 20% or 10%, that’s what they’ll get from your... So, it’s a bit high. But here in the locals? They don’t have that. Because they only ask for delivery. So, at least, we’re able to help the local community.”

Listening to guest’s feedback also opens transparent communication. “Because, especially, when there are complaints, we talk to the client properly. I (can) know the reason. Because, you’re not listening properly. Because, you can’t just... Because, if you let the client complain, it’s like, it’s still growing. Like, it’s a long service. Sometimes, the food is served wrong. Then, sometimes, the order is followed. Sometimes, you can’t see it. Sometimes, there’s negligence in the part of... Dispatcher.” Building rapport with the client is important through transparent communication but also immediate response on the matter.

Quality Food

It is vital to mention that one of the most ethical activities in customer relations is food quality. Nothing can beat the quality of food provided to clients. He revealed, “Before the food is served, it goes through the dispatcher, which is the final of the chef. Before it’s served, there’s a waiter who checks it. If it doesn’t meet the established standard, it won’t be served.”

When it comes to the decision making on who decide

the standard, he mentioned, “We follow the standard operating procedure. Then, regarding the quality of the ingredients, we have a head chef who manages the quality. Since, I am the operation manager of the restaurant, I most recommend the top management regarding the SOPs.”

Other Concerns

Community Engagement

Just like the other two establishment, Restaurant’s Bar and restaurant have identified community engagement as their prime role. “Sometimes, on Christmas, we give out food packs. Or we give out tokens to schools.” It may be a simple gesture but the community that they have reached is delighted on their initiatives.

Aside from gift giving, their adherence to zero plastic policy, waste management initiatives, choosing ethical suppliers, transparent communication towards guests, it is a good manifestation of their community engagement.

Ethical Suppliers

Choosing ethical suppliers are also part of Restaurant’s initiative on their ethical practices. They see to it that their suppliers adhere to their given standard. And for them, supporting local suppliers is a better decision. Though there are products that are sourced outside of the province, majority of their raw materials are sourced locally. “We are usually local. The ingredients that you can get locally, we buy them locally.

But there are other suppliers that are not local. We import them. Other cold cuts ingredients and other groceries. Sometimes, even though there are some here, the prices are a bit expensive here. So, we can get some outside. Although, we minimize it. “

In maintaining traceability, they have their own concept. Traceability is the ability to track and trace the history, location, or application of an item by means of documented recorded identification. He mentioned, “Okay. They are farm-to-table producers. For our local suppliers, before we go there, we make sure that the quality of the product that they provide is good. Because sometimes, it’s cheaper there. Because in the market, it’s more expensive. So, it’s like a farm-to-table concept. But if it’s an advance booking, like if we have a lot of events, we already know the quantity. So, we buy it directly to the supplier.”

When asked how they source local produced, he mentioned, “Sometimes, there are suppliers who come here and ask for it. We balance it. If it’s cheaper, even if it’s cheap, or if it’s cheap, does it fit the quality? So, it’s like that.

Major Ethical Challenges faced by the Establishment H&T 1

Ethical Challenges on Labor Practices, Environmental Sustainability and Customer Relations Staff Mismanagement of Employer’s Resources

Although companies may effectively manage their

personnel, there is a significant propensity for staff to exploit such leadership. This is also apparent in the coffee shop's experience. There are situations when persistent requests for assistance have occurred. He revealed, "So, how can we ensure that the team will last long? There are times that the relationship is so bad, it's like there's a cold war inside. It's like a backstabber. Staff with a vehicle got into an accident. So, what can we do? We pay for the damage. Again, in the next 3 days, we need to pay (again) P15,000. And then again."

Sustaining the Community

Sustaining the community is challenging, as it necessitates initial guidance and support. However, if no one offers assistance, who will? However, it presented a significant challenge because of its strong connection to the overarching objective of community sustainability. The coffee shop owner mentioned, "If I will be doing trainings on sporadic occasions, I will tell them, okay, we are farmers. So, let's learn the right process of coffee roasting. Okay, that's fine. But at the same time, we can't be sure who will follow-up. Who will follow-up?" It is disheartening that, despite the initiative to assist the indigenous people, there appears to be a lack of interest in monitoring, following up, and evaluating the efforts. This may be due to other government priorities, diversified commitment and treatments.

Limitations on Compost

Establishments today engage in environmental initiatives. Despite occasional increases in awareness, limits persist. It may pertain to resources, methods, and occasionally finances to facilitate environmental sustainability. The coffee shop is practicing composting on their waste management but also expressed its limitations. He mentioned, "It's also an environmental challenge. We have a compost, right? It's like we're planting. Eventually, when it's done, the compost will be brought back to the land. It's like that. It's up to the landowner to degrade it. The land that we're going to dig again, that's our problem. Because we can't dig anymore. It's full of garbage. Yes. There's not much left to dig in the fields. As much as we want, we still have research on how to really control the disposal of the coffee shop. Because in the city, they don't really collect all the compost. But there are days when it's really separated.

Again, most of our biodegradables are being on the compost. We don't burn it. We just bury it. We bury it on the ground and cover it." It is also noticeable that the coffee shop increases its environmental awareness on their operations. He revealed, "What also comes out of the drainage of the kitchen, of course, soap, soap, and everything, it's not clear where it really goes. Does it go to the river? Does it go to the sea? Because it depends on the drainage system of the city, where it goes." Despite being small, H & T businesses like the coffee shop has a lot to offer in terms of diverse dining selections. Much has changed, and the researcher hoped that its environmental

endeavor though has resources limitations would not end. When it comes to other ethical challenges, The coffee shop does not encounter as of their existence. The coffee shop owner jokingly said, "So, in terms of other (challenges such as) thefts, I don't have much experience. Only me, when I eat our food. The staff, they don't taste it."

H&T 2

Ethical Challenges on Labor Practices, Environmental Sustainability and Customer Relations

Bias and Discrimination

Despite efforts over the years to eliminate its presence in the tourism business, it remains unavoidable. She mentioned, "As a receptionist, it's both among my workmates. Even, we're all friends. Even towards clients. Yes, sometimes. Before, there was favoritism. Special consideration on approving leave, etc."

Lack of an HR Practitioner

It is disheartening to acknowledge that a business cannot operate properly in the absence of a human resource practitioner, yet this situation persists.

She mentioned, "Before, we weren't that focused on the operations because we don't have an HR, ma'am. She's the one who handles us per department. But she resigned, I don't think she can handle the workload. That's why she became an admin assistant. So now, we are still looking for an HR."

Miscommunication

Conflicts are invariably present in service-oriented sectors such as the hospitality and tourism business. Departmental misunderstanding exists and may occasionally impede operations. She stated, "Yes, there will be conflicts, especially when it comes to rooms. We're back-to-back. Housekeeping will be difficult. So, there will be problems when there's a miscommunication or when we're really tired and we have to order food. It happens. When it comes to rooms, when we're not informed, they suddenly prepare this. There are guest requests and they're not told right away that there's no such thing."

Additionally, guest may be communicating with their marketing staff and this department doesn't communicate immediately. "We have a standard set-up. Our standard set-up is when it comes to our functions booked by the marketing department. So, when it's a standard set-up, it's usually a four-person set-up.

But sometimes, there are two people in the room with a four-person set-up. That's where they get offended that we're not informed right away. Sometimes, there are seminars with room accommodations. That's where we get confused."

Guest's Resistance to Change

Guests have reacted negatively to the hotel's implementation of a no bottled water policy in the rooms. She mentioned, "Other guests are saying that they reserved here because we were told that amenities were

good and enough. But there's no bottled water inside. Even in our suite room, our deluxe room, they said that it's only appeared in the picture (marketing posts). Some guests were complaining. Why did you remove your normal room? You don't have bottled water in your room. They need to go outside to get water (in the dispenser) Which is way cheap."

Operational Conflict

"There are a lot of people here, for example, confidential guests that you can't tell. Then, your OJT will tell the guest's details like room number.

That's how it is. People will go there and will chase him. Yes, that's what happened. I told them not to go there. I stopped the guests. But they still reach the room of our boss and ask for financial assistance." Proper training is important as guests should be warranted with the privacy that they need during their stay.

Resolving Guests Demands

It's like she's really valuing her money. So, she said that in 3,040, her hotel should be like the one you see in Soler, or Resorts World, where the hotels are that good. It's like her expectation of us is that big. Because it was already summer, ma'am, even the hallways were really hot, ma'am. Even here, she was asking us why we didn't have a centralized airport. It's like, ma'am, it's really hard to please her. So, we decided to ban her from here. But our hotel doesn't want her."

The hotel receptionist also encountered guests who are not satisfied with the pricing. There's a ma'am who's really strict on computation. We experienced that, ma'am. She'll really compute in front of you how to compute your senior discount. But when they realized that our discount was bigger than the right one, they chose our discount. That's how it should be."

H&T 3

Ethical Challenges on Labor Practices, Environmental Sustainability and Customer Relations

African Swine Fever (ASF)

To talk about the most challenging part of 2024, especially to the restaurant industry, anyone would know that it is the onset of the ASF that kills not just pigs but business and livelihood as a whole. To continuously serve food that customers love, like crispy pata, binagoongan, and lechon kawali, among others, was a bit saddening for the restaurant. They have decided to temporarily close these menu items in their offering since it will be hard for them to source pork that is safe to be consumed by customers. He revealed, "Clients don't want to eat pork anymore." To still serve equivalent menu items, they have strategized to develop more menu items, such based on beef, seafood, or other sources.

Operational Conflict

Because of some elite personalities, sometimes, there are ethical influences on hiring practices as well as in keeping

suppliers. At the restaurant, they have managed that through sticking to the standard. "We are still checking its qualification. It's hard to hire someone who is not qualified in the position we are looking for. Because it's hard for us too. We are the ones who are suffering."

When asked how they communicate the issue to those who are being influenced by endorsement, he mentioned, "Actually, that's what happened to us.

Although he didn't say, hire this person, look at this person if he meets your criteria. It just so happens that he didn't, so we said, Sorry, he didn't meet our criteria. That's what they always say regarding hiring."

Customer's Resistance to Change

Just like in other H&T establishments mentioned, customers' resistance to change is the most challenging part of it. He revealed, "When no plastic policy was introduced, it was hard at first because, of course, the clients are not yet educated. They're still looking for plastic. And it's hard, especially when it comes to drinks. You can't just put it on paper. But along the way, it's been adjusted."

CONCLUSION

This study emphasizes that ethical behaviors are fundamental to effective management in the hospitality and tourism (H&T) industry. The analyzed establishments exhibited notable endeavors in advancing equitable labor practices, diversity and inclusion, mentorship, and equitable compensation, in addition to sustainability initiatives including zero-plastic policy, composting, and climate change mitigation. These initiatives demonstrate an increasing dedication to social responsibility and environmental sustainability within the industry. Ethical communication and customer relations manifested in open marketing, food safety, and comprehensive feedback systems underscore the significance of integrity and accountability in service provision.

Notwithstanding these favorable initiatives, the investigation revealed significant ethical obstacles that impede complete adoption. This encompasses the scarcity of trained human resource professionals, operational issues stemming from sustainable transitions, and stakeholder opposition to change. The identified deficiencies underscore the necessity for enhanced institutional frameworks, capacity-building programs, and stakeholder collaboration to maintain ethical standards and guarantee the effective implementation of sustainability measures.

The findings confirm that ethics should be central to all hospitality and tourism operations, impacting decision-making, staff relations, customer service, and environmental initiatives. Adhering to ethical values is not merely a moral obligation but also a strategic cornerstone for sustained success and global competitiveness.

Recommendations

To address ethical challenges, the H&T establishment must focus on areas. Effective HR management requires

investing in skilled HR professionals, tough leadership, continuous training, and proper monitoring systems. To reduce political conflicts, the institutions should maintain neutrality, partnerships with local authorities, and ensure ethical procurement practices. Resistance to change among stakeholders can be minimized through open communication, stakeholder engagement, training and assistance, and a gradual implementation of changes. To address the deficiency of governmental support and implementation, the institution should promote favorable policies, forge alliances with NGOs and community organizations, and be cognizant of governmental rules. For future research, the impact of these ethical practices may be measured through the lens of external stakeholders such as customers. This may provide a comprehensive discussion on whether these ethical efforts are felt by the blood of tourism and hospitality businesses.

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