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Social Responsibility – Your Employees

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Learning goals

After studying this chapter, readers will have the ability to:

- 1 Understand the relevance of the social dimension of sustainability from both a sustainable development and a business economic perspective;
- 2 Understand the relevance of working conditions, salary, empowerment and development of employees;
- 3 Understand the relevance of embracing diversity;
- 4 Understand that proper working conditions and salary, empowerment and development of employees, and embracing diversity do not represent a technical challenge but a choice;
- 5 Understand the benefits of good working conditions and salary, empowerment, development, engagement of employees, and embracing diversity for sustainability initiatives in general, and for the planet and profit dimensions in particular; and
- 6 Understand the relevance and benefits of creating a sustainability-oriented organizational culture.

Introduction

Sustainable development is increasingly important to and applied within the hospitality sector. Interestingly, efforts in this field often prioritize environmental issues above social ones (Cavagnaro, 2017: 377). This is remarkable, given that hospitality is a people-oriented industry, and dependent on the quality of its relationships with others on all levels of the socio-economic system (Melissen, 2017: 2). Therefore, one would expect this sector to invest significantly in the dimension of sustainability. Unfortunately, short-term cost reduction strategies, such as eco-efficient practices, are instead prioritized (see Chapter 1).