

**THE EFFECTS OF ETHICAL POLICIES ON THE COMPETITIVE
ADVANTAGE IN THE HOSPITALITY INDUSTRY: A CASE OF
SEASONS HOTEL & CHAMBAI HOTEL**

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ABSTRACT

The purpose of this study will be able to investigate the effect of ethical policies on the competitive advantage. The hospitality industry is a very competitive industry thus most hospitality establishments strive to have an advantage over their competitors. Ethical policies have a great impact on customer loyalty and satisfaction of which leads to an advantage over its competitors. This research will help hospitality industry to continue practicing ethical policies as a way of maintaining and attracting new customers. The objectives of this study are ethical advertising policies, ethical pricing strategies and ethical sales practices which will offer the guidance throughout this whole research process Research will be conducted in Maralink and Chambai Hotels which are both located in Narok town. The study will apply qualitative and quantitative techniques. The primary data will be collected through questionnaires which will be distributed among the managerial staff and residential guests of these hotels. The sample size used will be 67.