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RECONCEPTUALIZING SERVICE EXCELLENCE THROUGH SUSTAINABILITY: A THEORETICAL INTEGRATION OF HOSPITALITY VALUES AND RESPONSIBLE MANAGEMENT

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Abstract:

In the hospitality and catering domain, service excellence has traditionally been treated as a function of meeting and exceeding guest expectations through reliability, responsiveness, assurance, empathy, and tangibles. However, a new paradigm is emerging: the integration of sustainability principles into service delivery, thereby reconceptualizing service excellence as not only guest-centered but planet-and-people-centered as well. This chapter develops a theoretical framework that brings together hospitality values (service quality, guest orientation, and organizational culture) and responsible management sustainability, corporate social responsibility, and ethical leadership. It argues that the experienced service excellence of a hotel or catering business is enhanced when sustainable practices are embedded into operational, human-resource, marketing, and service-leadership processes. Drawing on recent literature on service quality and sustainability in hospitality, the chapter identifies key constructs and relationships: sustainable human resource practices, green operational systems, service climate, guest perceptions of sustainability, and financial as well as relational outcomes. The chapter proposes a model in which sustainability-integrated service excellence leads to improved guest satisfaction, loyalty, brand image, and business performance. Implications for researchers and managers are discussed, together with directions for future research. This reconceptualized view offers hospitality educators, managers, and policymakers a holistic lens for aligning service excellence with sustainable development imperatives.

Keywords: Service Excellence; Sustainability; Hospitality Values; Responsible Management; Service Quality.

