

The HCIMA code of conduct

HCIMA is an internationally recognised management organisation for managers and potential managers in the hospitality, leisure and tourism industries. It is a registered charity and has a worldwide membership which covers all sectors of the industry including hotels, restaurants, cost sector catering, pubs and clubs, as well as leisure outlets, theme parks and sports venues. Membership of the Association confers a respected acknowledgement of an individual's qualifications and specific industry experience through designatory letters; and enables members to progress professionally, network with industry contacts and enjoy a wide range of services and benefits.

The obligations of members

The Memorandum of the Association states that the main objectives of the HCIMA are:

- (i) The promotion of standards and management good practice
- (ii) The advancement of education and training, in particular promoting research and the dissemination of the outcomes.

Members of the Association are committed to the achievement of these objectives and to the maintenance of the standards of professional conduct as established by the Code of Conduct. This defines the standards required by the Articles of the Association and is in two parts:

- 1 Rules of Conduct – These define the professional standards which members must maintain as a condition of membership. Adherence to these rules is obligatory. Failure to do so may lead to disciplinary action being taken against the member in accordance with the Bye-Laws.
- 2 Principles of Good Professional Practice – These principles expand upon the basic standards set down in the Rules of Conduct and indicate the standards which members should seek to achieve in the interests of good practice. Failure to achieve these standards alone would not lead to disciplinary action, but in the event of any complaint being considered under the disciplinary procedure, such failure would be admissible in evidence and taken into account in proceedings before the Disciplinary Committee.

The rules of conduct

In general, members of the Association are required to exercise their professional skill and judgement to the best of their ability and to carry out faithfully their professional responsibilities with integrity. In particular, members shall:

- 1 Comply with the laws and ethical customs and practices of any country in which they work.
- 2 Uphold and safeguard the reputation and standards of HCIMA.
- 3 Use their HCIMA designatory letters where possible:
 - for purposes, and in a style, which conform with the objectives and uphold the dignity of the Association and
 - in conjunction with their own name.
- 4 Declare to HCIMA any conflict of interest which might arise in the course of representing the Association.
- 5 Not misuse their authority for personal aggrandisement or gain.
- 6 Respect the confidentiality of information.
- 7 Maintain a proper balance between the interest of employer or proprietor and customers, clients and suppliers.

The principles of good professional practice

Members of HCIMA must accept the responsibilities and obligations implicit in their work. In respect of themselves and others with whom they interact in the course of their professional life, they should seek to maintain and promote the following standards:

- (a) In respect of HCIMA and fellow members:
 - avoid injuring or damaging, directly or indirectly, the reputation, interests or prospects of fellow members
 - promote and recommend the Association and its standards
 - uphold the educational standards and policies of the Association and support the advancement and acquisition of education, training and qualifications
 - avoid bringing the Association into disrepute
 - when acting as a representative of HCIMA, the interests of the Association should be paramount to personal or employers' interests
 - not knowingly misrepresent the corporate views of the Association in public
 - avoid professional criticism, by maintaining a high standard of performance.
- (b) Personally:
 - regulate their professional affairs to a high standard of integrity and uphold their statutory responsibilities in all respects
 - make proper use of resources available
 - when in pursuit of personal ambitions and interests take account of the interest of others
 - maintain their standards of professional competence, knowledge and skill; and
 - take advantage of opportunities for training and education offered to advance and improve personal professional standards.

- (c) In respect of their employers:
 - carry out duties and responsibilities conscientiously and with proper regard for the employer's interests
 - apply the lawful policies of the employer obviating corrupt practice, particularly in relation to receiving gifts or benefits
 - disclose immediately and fully to an employer any interest which conflicts with those of the employer
 - consult with and advise the employer on the implementation or adoption of new developments in the profession or industry
 - have full regard for the interest of the profession and the public interest in fulfilling obligations to the employer.
- (d) In respect of colleagues and subordinates:
 - help and encourage their professional development through the acquisition of skills, qualifications and training
 - promote good relationships through effective communication and consultation
 - establish their confidence in and respect for himself (the member) and his qualification
 - protect at all times their health, safety and welfare.
- (e) In respect of customers, clients and suppliers:
 - promote the standing, impartiality and good name of the HCIMA
 - establish good, but detached, relationships
 - avoid endorsing any product through advertising in a way that impairs HCIMA's impartiality
 - establish and develop with customers, clients and suppliers a relationship leading to mutual confidence
 - protect at all times the health and safety of customers.

Note: Information adapted from the HCIMA Code of Conduct April 2005.