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INDUSTRY WEEKLY DIGEST

YOUR WEEKLY DIGEST OF CONTEMPORARY INDUSTRY TRENDS



THE SECRET SAUCE TO TRUE HOSPITALITY

- Altruism

“Certain actions that are beneficial to others actually stem from a self-interested, hypocritical calculation, for example when one offers a gift to someone in the hope of profiting from it. Other seemingly altruistic actions are not necessarily inspired by a desire to deceive, but remain principally motivated by the pursuit of our own interests or by noble sentiments, like a sense of duty, that are not, however, pure altruism.” *Matthieu Ricard*

In this digest, [Dr Leon van Achterbergh](#) considers what hospitality means and ponders if the practice of altruism could be the guiding force?

Have a great weekend!



WHAT HOSPITALITY MEANS HAS CREATED MANY A HEATED DISCUSSION. COULD THE PRACTICE OF ALTRUISM BE THE GUIDING FORCE?

Dr Leon van Achterbergh

In the extensive research conducted in the book 'Altruism' Matthieu Ricard (2013), raises several controversial but illuminating factors about 'being in service to others'. Altruism being defined as a 'desire for another's welfare and unconditional kindness toward all beings', it begs the question: does it refer to a person's intentions, motivation, actions, or disposition? It certainly involves all of these; therefore, it's an accurate indication of our personal- and social values. Being in service as we are in hospitality, requires some thought on this topic.

Besides the general notion of what altruism entails, the application thereof has certain risks and consequences attached, which needs to be understood. Theoretically it refers to 'acts of unconditional kindness', which often, on the surface doesn't seem to reflect that. To address the matter of 'unconditional', one would need to reflect on one's own motivations (thereby looking in the mirror) for being kind no matter the situations. Often, motivational strife appears, where our own interests and expected outcomes conflict with others'.

Being honest with ourselves is imperative to recognise our inherent selfish needs. It often requires self-reflection, especially when external feedback is not apparent nor recognised. Are others being used for your own interest? Exam your own motives and you would detect your prejudiced perceptions. Are you indeed concerned for another's wellbeing; recognising another's need? Kindness and compassion aren't merely rewards for good behaviour; it goes beyond personal preferences, such as culture, gender, race, ethnic or any social groups. We are often ignorant of our deep-set dispositions.

Contrary to some opinions, this practice doesn't require one to lead a life of sacrifice. It merely requires a paradigm shift toward rejoicing, appreciation, and recognition of another human-being, not just a customer. Altruism is an exercise in courage, moving bravely toward others. Inner strength is needed to face adversarial and uncomfortable situations. By opening ourselves we become vulnerable with courage.

Further Reading:

[Altruism: The Power of Compassion to Change Yourself and the World, Matthieu Ricard, 2015](#)

