

An Empirical Study on Dynamism between Ethics and Tourism

Dr. Vivek Sharma

Assistant Professor, Department of Lifelong Learning, University of Jammu

Abstract: Tourism organizations have realized that promoting their ethical stance exponentially enhances a company's profits, management effectiveness, public image and employee relations. Thus, this research paper aims at studying the role of ethics in the development of tourism industry and also describes ethical problems faced by them. This paper suggests how the success of tourism industry depends on the ethical serving and dealing with people in tourism as the services are highly variable and inter-related and a small negligence on the part of any vendor can cause any harm to the image of entire tourism industry.

Keywords: Ethics and Tourism

INTRODUCTION & REVIEW OF LITERATURE

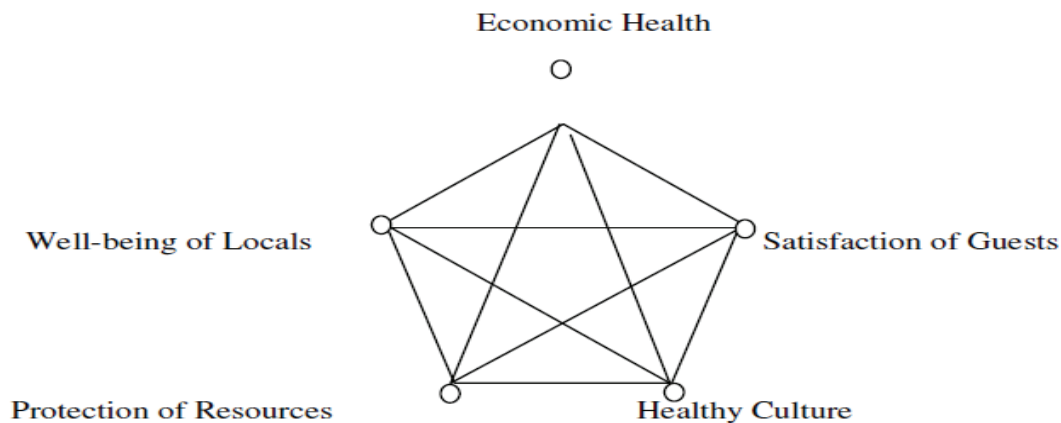
The tourism industry, being the biggest and flourished industries worldwide, is regarded as an economic development tool for the country. This industry employs approx. 67.5 million workers (2.6% of jobs) directly whereas it indirectly generates 194.5 million jobs which are 7.6% approx of jobs in the whole world. The number of international arrivals shows an progress from a mere 25 million international arrivals in 1950 to over 700 million in 2002 and 980 million in 2011, corresponding to an average annual growth rate of 6.6% (Moir, P, Katsoula O. 2008). In addition to the numerical growth of tourism, there has been a tremendous rise of geographic spread of tourism to cover almost all the reaches of the globe. Simultaneously, there has been a diversification of the tourism product from the traditional sun, sea and sand offering to a product that can be potentially more intrusive or more beneficial for those living in the tourism destinations across the world. In addition, there has been an appropriate and almost equally well-publicized rise and appreciation of the potentially negative impacts of the mushrooming tourism industry (Archer et al., 2005). After observing the unsure nature of trade, various other industries have adopted the bottom line of social, environmental and economic responsibility. It is now the need of the hour for the tourism industry to rise to this challenge of ethical tourism. Thus, now a day's more attention is now being paid to ethics in tourism industry. Ethical tourism by ensuring the long-term sustainability of a destination offers a competitive advantage to tour operators and safeguards the future of the industry. Because of absence of ethical leadership in the tourism industry, this industry is far behind other industries in terms of CSR (Mowforth & Munt, 2003). Miller (2001) observed that ethics offered the tourists a richer experience, as holidays will draw on the distinctive features of a destination. It is also in the interests of those living there and those working for development, as it can help to combat poverty and contribute to sustainable development. However, in the last few decades, responsible tourism has emerged as a significant trend in the western world, as wider consumer market trends towards lifestyle marketing and ethical consumption have spread to tourism (Goodwin and Francis, 2003). Tourism organizations are beginning to realize that promoting their ethical stance can be good business as it potentially enhances a company's profits, management effectiveness, public image and employee relations (Fleckenstein & Huebsch, 1999; Hudson & Miller, 2005). However, if we consider the neg-

ative impacts of tourism development on the environment, the society and the culture of places receiving mass tourism, as well as the development of forms of tourism of dubious morality, for example sex tourism, raise major ethical dilemmas for all the stakeholders which also includes NGOs, tourism destinations, supranational and national agents managing tourism development, tourism entrepreneurs, tourists etc. Further, Sahin & Kazoglu (2015) found that the ethic aspect in tourism includes people's satisfaction senses, moral values, mutual relations weather positive or negative, people's ideas about good or bad and the long-term results of establishments' activities in terms of public and environments.

SUSTAINABLE TOURISM

Taking into account the swift and continued growth, its powerful effects on the environment, the economy and the society, local communities and indigenous people aiming to promote responsible, sustainable and universally accessible tourism, the world tourism industry has to gain by operating in such a surrounding that favours the market economy, private enterprise, free trade and that serves to optimize its beneficial effects on the creation of wealth and employment. It has been argued that responsible and sustainable tourism is by no means irreconcilable with the growing liberalisation of the conditions governing trade in services. After considering such an approach, all the stakeholders in tourism development, for example, national, regional and local administrations, business associations, enterprises, workers in various sectors, members and associations of all kinds belonging to the tourism industry as well as host communities, the media and the tourists themselves, have different but interdependent responsibilities in the individual and societal development of tourism and they must realize that formulation of their individual rights and duties will contribute in meeting this ultimate aim. Sustainable tourism, tourism morality, ethics in tourism, visiting nature, green tourism, responsible tourism, people-oriented tourism, parallel tourism etc. are some of the new concepts that have recently emerged in tourism industry. The most important traits of touristic products, also known as the "Magic Pentagon" of the tourism development is depicted in Figure 1.

Figure 1: The Magic Pentagon of Sustainable Tourism³



GLOBAL ETHICS

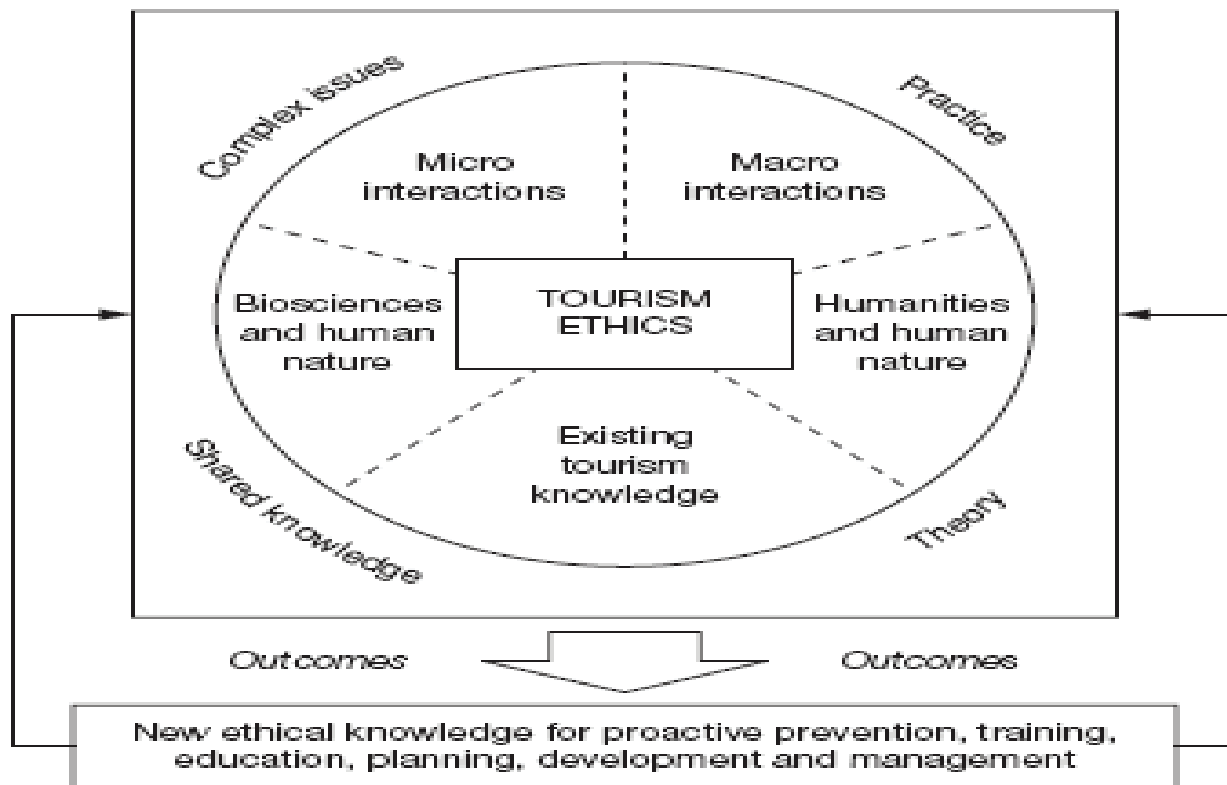
While securing the future for everyone associated with global moral practices namely public health, economic development, regulation of human rights and environment protection, International Tourism communities frequently call for universal action to provide more honest lives for more of earth's population. Most of the countries depend on their local legal and ethical systems to solve global difficulty which require cooperation and leadership at the international level. This cooperation, using deferential discourse to search for common theology, will enable us to go beyond national leadership and achieve global ethics for business (O'Brien R, 2009). Each and every organization have a diverse cultural setting inside where individual members work which may or may not be favorable to ethical decision making as well as ethical actions.

The environmental impact of one company's work processes is addressed with awareness and a sense of responsibility, while other companies invest in obfuscation and evasion. Thus, there is a dire need to embark a new field of exploration termed as Cultures of Integrity. As we deepen our understanding around how cultures of truth are established, grow, and thrive, a bank of new knowledge will accrue to the Institute. Books, conferences, and other marketable products will follow with broad application in both of our key sectors—business and education (Institute for Global Ethics, 2006). As we live in a time when the products of our private and governmental organizations have become so technologically powerful that they can have almost instantaneous national or global effects. The size of these organizations and the reach of these technologies mean that ethical failures can have worldwide consequences. That's why an understanding of organizational ethics and culture is so crucial now.” (Ingbar J, 2004)

TOURISM ETHICS- CONCEPTUAL FRAMEWORK

Ethical tourism is in the best interests of all involved as it offers the tourism stakeholders an optimum tourism outcomes on one side and on the other side, it safeguards the future prospects of tourism industry by ensuring the long-term sustainable tourism. Tourism organizations must realize that promoting their ethical stance can be a good business as it potentially enhances company's profits, management effectiveness, public image and employee relations. It further involves multiple factors including both Micro & Macro interactions, human aspects and the tourism knowledge thoughts which operate to create & maintain dynamism among these variables and Ethics in Tourism. Further, both the theoretical as well as practical aspects and certain complex issues affects the outcome of ethics in tourism leading towards new knowledge generation and maintain an optimum balance between tourism & ethics for sustainable tourism development.

Figure 2: Tourism- Ethics Framework



RESEARCH OBJECTIVES

The objective of this research paper is to see the implementation of business ethics in the booming tourism industry. Tourism being service industry necessitates the ethical behavior on the part of both the producer and the beneficiaries of the service. This research is concerned with the issue of the ethics in tourism industry and it also focuses on the Global Code of Ethics for tourism set by the Worlds Tourism Organization.

DATA ANALYSIS AND RESULTS

Data Collection- The research tool was self administered 12 item questionnaire implemented through face to face interviews. The interviews were conducted in the main Jammu region, at the airport, railways stations and bus stand and at the heritage sites. The tourists were asked to comment about their level of agreement and disagreement with the statements dealing with possible reasons for their visit. The responses are obtained on a five-point Likert-type scale from never (1) to always (5). Ethics has been measured on a Multidimensional Ethics Scale with eight-item, three-subscale measure developed by (Reidenbach and Robin 1990).

Exploratory factor analysis- In order to determine the number of factors that accounted for variance of the variables, exploratory factor analysis were used. The results of the factor analysis of tourism construct revealed that there were one factor with eigen values greater than 1.0. This factor accounted for 66.1% of the total variance for ethics constructs revealed 69% with eigen value is greater than 1. With regard to Tourism Scale 3 items have been deleted due to low factor loading (Less than 0.5) and for ethics 2 items have been deleted due to low factor loading and CFA has been applied on the remaining items of tourism and ethics.

Measurement Models and Confirmatory Factor Analysis- Appropriate tools were applied to data collected through schedule. Various research instruments viz. exploratory factor analysis, confirmatory factor analysis and path analysis were adopted for the study. CFA is used to provide a confirmatory test to the measurement theory. It is a way of testing how well measured variable represent a smaller number of constructs. In the present study CFA has been performed to assess fitness, reliability and validity of latent constructs. All the criteria for goodness of fit such as GFI and AGFI, incremental fit NFI and CFI as well as badness of fit RMR and RMSEA were within the acceptable limit (Table 1). Standardised estimates are greater than 0.5 and variance explained by each and every construct is greater than 0.50, so convergent validity has also been established (Hair et al., 2006). The results for first order factor model of tourism are ($\chi^2=2.103$, RMR=.050 , GFI=.901 , AGFI=.898 , CFI=.952 , RMSEA=.077) provided better fit than one factor model ($\chi^2=1.918$, RMR=.046 , GFI=.841 , AGFI=.796 , CFI=.892 , RMSEA=.081) and for ethics $\chi^2=1.546$, RMR=.017 , GFI=.996 , AGFI=.958 , CFI=.998 , RMSEA=.054)

Table 1: Model Summary of Fit Indices of Measurement Models

Constructs	χ^2/df	RMR	GFI	AGFI	CFI	RMSEA
Tourism	1.918	.046	0.841	0.796	0.892	0.071
Ethics	1.546	0.017	0.996	0.958	0.998	0.054

SUMMARY & CONCLUSIONS

Due to the fast growing competition, only those companies which adopt higher ethical standards and which try to meet even the smallest customer's needs, will be able to stay in the race. Although the majority of tourism companies tend to provide flawless services, it is impossible to totally eliminate the possibility of making mistakes, because there are numerous factors which influence their occurrences. The way in which the efforts are made to prevent errors and to smooth out their

consequences, distinguishes successful companies from the unsuccessful ones. These efforts can be considered crucial in business conduct and they can be seen as a tendency to satisfy the customers' needs and to maintain their loyalty, as well as to maintain the company's good reputation. Tourism is one of the world's largest, fastest growing economic sectors which is regarded as one of the top five employers world-wide and is playing a significant and outstanding role in the physical, economic and social development of many destinations and communities around the world. Tourism Destinations are seeking to find a balance between their economic, social and environmental aspirations and are engaged in 'destination management. Also, tourism is contributing in terms of the increase in currency resource, reduction in unemployment rate, increase in foreign investment and public welfare and income of the inhabitants and finally in terms of the sustainable development of this industry thus following the ethical terms made by the WTO seems indispensable for sustainable development. Both the public as well as the private stakeholders in tourism shall cooperate in the implementation of ethical principles and monitor their effective application. This study also conclude that the Tourism organizations are beginning to realize that promoting their ethical stance can be good for business as it potentially enhances a company's profits, management effectiveness, public image and employee relations which would help in the sustainable development of tourism industry.

RECOMMENDATIONS

- **For Consumers of Tourism Products/Tourists-** Tourists have greater propensity to pay much more for products in which ethical values are considered and tourist agencies must promise to strictly adhere to the ethical principles which would have a considerable and positive effect on the marketing of their products.
- **For Travel/Tour Agencies-** Ethics implementation would definitely contribute towards increased quality and added value of tourism products. Agents of such institutes, especially in marketing field, even for achieving their commercial goals and competing with other enterprises can rely on this approach, as the behavioral manner of the responsible agents of such institutes is often based on the "work ethics" which can lead to higher benefits in their business.
- **For Tourism Stakeholders-** Tourism is one of the biggest industries in the world which offers the biggest number of employed people in the world. Tourism Stakeholders acts as a connecting link between tourism and products of travel which are being offered to the tourist, In order to have an economy with high standards, the development of tourism must be planned, controlled and "sold" to tourists in the best way possible with Ethical Principles in place under the following points-
 - ✓ Both public as well as private stakeholders in tourism development shall cooperate in the execution of ethical principles and also examine their effective application.
 - ✓ Tourism stakeholders should also recognize the role of international institutions, among which the World Tourism Organization ranks first, and non-governmental organizations with proficiency in the field of tourism promotion and development, the guard of human rights, the environment or health, with due respect for the general principles of international law.
 - ✓ Tourism stakeholders should demonstrate their intention to refer any disputes concerning the application or interpretation of the Global Code of Ethics for Tourism for appeasement to an unbiased third body known as the World Committee on Tourism Ethics.
 - ✓ States Members or non-members of WTO, without being obliged to do so, should accept explicitly the principles personified in the Global Code of Ethics for Tourism and to apply them as a basis when establishing their national laws and regulations and to notify accordingly the World Committee on Tourism Ethics.

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