

“Revitalizing Ethics in Tourism”

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Abstract

Tourism is the world’s largest industry and predicted to double in size in the next 20 years. It has the potential to bring major benefits to destinations, but can also be damaging to the people living there and to their environment. Other industries have already understood this ambivalent nature of trade and have adopted the triple bottom line of social, environmental and economic responsibility. It is now time for the tourism industry to rise to this challenge – the challenge of ethical tourism. The big question, though, is how to put these ethics into practice. The current research paper focuses on different aspects of the ethics and values in different context. The Global Code of Ethics for Tourism by United Nations World Tourism Organization (UNWTO) focuses guidelines to be followed by the county, organizations or the citizens.

Key words: Tourism, Students, Multi-Dimensional Ethics Scale, UNWTO

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1. Introduction:

Ethics and tourism

Ethics (nīṭīsāstra) is a branch of philosophy that deals with moral values. The word ‘ethics’ comes from the Greek ethikos, which means a set of moral principles. The word is sometimes used to refer to the moral principles of a particular social or religious group or an individual. It studies human character and conduct in terms of good and bad, right and wrong. What are the qualities of good character? What type of human behaviour is evil or bad? How should one act in life? These are some of the fundamental questions of ethics.

The moral code of the people is an indicator of their social and spiritual ways of life. The true essence of human life is to live amidst worldly joy and sorrows. Ethics is primarily concerned with the moral issues of the world. True religion lays stress on moral virtues. People are required to discharge their duties according to the moral code of ethics. A true knowledge of ethics would be attained if one practices and imbibes these moral values. Ethics is of two kinds, individual and social. Individual ethics is indicative of the good qualities that are essential for individual well-being and happiness. Social ethics represents the values that are needed for social order and harmony.

The substantial growth of tourism activity clearly marks tourism as one of the most remarkable economic and social phenomena of the past century. The number of international arrivals shows an evolution from a mere 25 million international arrivals in 1950 to over 700 million in 2002, corresponding to an average annual growth rate of 6.6 percent (World Tourism Organization, 2005). In addition to the numerical growth of tourism, there has been an increasing geographic spread of tourism to encompass 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 destination.

Tourism's expansion has meant the industry now represents the leading source of foreign exchange in at least 38% of countries, and ranks in the top five industries for exports in 83% of countries (WTO, 2005).

2. Literature Review:

Many authors have worked towards the ethical aspects of tourism and its impact, many even warned to mind ethics by both the host and tourist, as it's a two side process in which tourist effects the host and host affects the tourist

Okleshen and Hoyt (1996) As one of the world's truly global industries, working with a diversity of cultures, moral and ethical values, future business practitioners face the challenge of global ethics.

Smith & Brent (2001) Researchers have been serious of the harmful social and environmental impacts the industry can have from reinforcing western dominion over developing countries through the 'host/guest' relationship. This has led to calls for the tourism industry to exercise greater "professionalism" and responsibility (Sheldon: 1989) in order to protect the "golden goose" (Manning and Dougherty, 1995) and mirrors the arguments for greater corporate and social responsibility in other industries (Webley: 1999, Huberman-Arnold & Arnold, 2001; Miller, 2001, Rondinelli & Berry, 2000)

Corporate Social Responsibility is a specific application of the notion of environmental and social auditing to business practice. The technique is strongly promoted by Fair Trade in Tourism (2000) which suggests that the technique of CSR emerged in the late 1990s out of NGO efforts to create a more equitable international trade system. According to Mowforth and Munt (2003) the tourism industry is well behind other industries in terms of CSR, and the absence of ethical leadership in the tourism industry has been 'astounding' (p.168). 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 and Huebsch, 1999; Hudson and Miller, 2005). Yet, although more attention is now being paid to ethics in tourism (Kalisch, 2002; Holden, 2003) there is a very weak foundation of research into tourism ethics studies to date (Fennell, 1999). The consequence is that the arguments presented for and against CSR in tourism are often simplistic and largely without any practical evidence.

International Center for Ethics, Justice and Public Life in Ethical Inquiry (September 2011) mentioned final thoughts that: Is there any way to continue to travel and have only a positive impact? How can tourists be sure that their best intentions actually affect the communities they visit in the best way? There will likely continue to be mixed consequences of tourism. Perhaps by becoming better versed in global culture, better educated in the impacts of trips, and more familiar with the cultures being visited, individuals will make more responsible travel choices.

3. Objectives

The current study will show the importance of tourism and need for the development in tourism through the share of tourism in GDP, also there is a great need to contribute for the development of understanding of global ethics, this study will make contribution in terms of reflecting the Ethical Orientation and Awareness of Tourism perspectives of individuals from around the world and to identify the determinants of ethical orientations. From the body of theory stated and discussed above, it can be hypothesized that ethics and values are influence and changed by nationality, type of ethical dilemma, prior ethical education, and gender. So an effort has been made to present global perspective in the terms of United Nations World Tourism Organization (UNWTO). The UNWTO guidelines are presented below for the healthy ethics in global level.

4. Research Methodology:

This paper is an effort to add perspectives and importance of ethics and values in tourism, as many studies have done in western countries but very little could be found in Asian countries where one can observe great impact of tourism in GDP. This study is a secondary based study and focuses on the impact of GDP in country wise and as it was mentioned above that ethics and values changes with nationality, education etc so a common prospective and guidelines are presented by the United Nations World Tourism Organization (UNWTO) which is a organization meant for forming ethical guidelines for Tourism industry.

5. Impact of Tourism in GDP:

GDP and Employment: Total Contribution

S.N	Country	GDP: TOTAL CONTRIBUTION in 2013	GDP: TOTAL CONTRIBUTION Forecast for 2014, and for 2024.	EMPLOYMENT: TOTAL CONTRIBUTION
1	Africa	USD170.7bn (8.5% of GDP)	To rise by 4.1% in 2014 To rise by 4.9% pa to USD286.7bn (8.4% of GDP) in 2024.	In 2013 was 6.9% of total employment (19,348,000 jobs). To rise by 1.8% in 2014 to 19,698,000 jobs Rise by 2.4% pa to 25,062,000 jobs in 2024 (6.7% of total).
2	South Asia	USD145.4bn (6.4% of GDP)	To rise by 7.1% in 2014, and To rise by 6.7% pa to USD298.7bn (6.8% of GDP) in 2024.	In 2013, was 7.1% of total employment (43,769,500 jobs). To rise by 3.1% in 2014 to 45,116,500 jobs

				Rise by 2.0% pa to 55,202,000 jobs in 2024 (7.4% of total).
3	APEC	USD3,642.4 bn (8.5% of GDP)	To rise by 4.5% in 2014, and To rise by 4.6% pa to USD 5,994.5bn (9.4% of GDP) in 2024.	In 2013, was 8.8% of total employment (127,367,000 jobs). To rise by 2.0% in 2014 to 129,942,000 jobs To rise by 2.8% pa to 170,732,000 jobs in 2024 (11.0% of total).
4	Americas	USD2,102.2bn (8.5% of GDP)	To rise by 3.6% in 2014, and To rise by 3.7% pa to USD 3,120.1bn (9.3% of GDP) in 2024.	In 2013, was 9.3% of total employment (40,793,500 jobs). To rise by 2.5% in 2014 to 41,801,500 jobs To rise by 2.2% pa to 52,120,000 jobs in 2024 (10.4% of total).
5	South East Asia	USD294.4bn (12.3% of GDP)	To rise by 4.9% in 2014, and To rise by 5.5% pa to USD525.9bn (12.6% of GDP) in 2024.	In 2013 was 9.7% of total employment (28,661,500 jobs). To rise by 1.8% in 2014 to 29,164,500 jobs To rise by 2.6% pa to 37,785,000 jobs in 2024 (10.8% of total).
6	The Common wealth	USD847.7bn (8.5% of GDP)	To rise by 4.0% in 2014, and To rise by 4.1% pa to USD 1,323.3bn (8.8% of GDP) in 2024.	In 2013, was 7.3% of total employment (60,219,000 jobs). To rise by 2.6% in 2014 to 61,760,500 jobs To rise by 2.1% pa to 75,794,000 jobs in 2024 (7.5% of total).
7	Europe	USD1,874.5bn (8.7% of GDP)	To rise by 2.9% in 2014, and To rise by 2.8% pa to USD2,553.0bn (9.2% of GDP) in 2024	In 2013 was 8.5% of total employment (32,795,500 jobs). To rise by 1.6% in 2014 to 33,321,500 jobs To rise by 1.3% pa to 37,875,000 jobs in 2024 (9.4% of total).
8	G20	USD5,327.2bn (8.5% of GDP)	To rise by 4.1% in 2014, and To rise by 4.1% pa to USD 8,290.5bn (9.2% of GDP) in 2024	In 2013, was 8.5% of total employment (178,864,000 jobs). To rise by 2.4% in 2014 to 183,119,000 jobs To rise by 2.4% pa to 231,962,000 jobs in 2024 (10.0% of total).
9	World	USD6,990.3bn (9.5% of GDP)	To rise by 4.3% in 2014, and To rise by 4.2% pa to USD 10,965.1bn (10.3% of GDP) in 2024.	In 2013 was 8.9% of total employment (265,855,000 jobs). To rise by 2.5% in 2014 to 272,417,000 jobs To rise by 2.4% pa to 346,901,000 jobs in 2024 (10.2% of total).

INDIA GDP: TOTAL CONTRIBUTION:

The total contribution of Travel & Tourism to GDP was INR6,631.6 bn. (6.2% of GDP) in 2013, and is forecast to rise by 7.3% in 2014, and to rise by 7.0% pa to INR13,983.0bn (6.8% of GDP) in 2024.

EMPLOYMENT: TOTAL CONTRIBUTION:

In 2013, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry, was 7.7% of total employment (35,438,500 jobs). This is expected to rise by 2.7% in 2014 to 36,409,000 jobs and rise by 1.9% pa to 43,837,000 jobs in 2024 (7.9% of total).

Ethics in tourism:

Now a day everybody talks about the ethics and need of ethical behavior. Many organizations have realized the need of ethics and ethical behavior, and started many programs related to the ethics. But realizing the share of tourism in employment and GDP, one cannot ignore the need of ethics in the tourism industry, many will agree to the fact that ethics has not been practiced in the tourism industry, so the ethics should be practiced in priority basis in the tourism industry. There can be many views regarding the ethics and ethical behavior in tourism, as perception regarding ethics can be different in different nations, so reaching to conclusion may be difficult, the UNWTO has guided some fundamentals related to the following of some codes of ethics in tourism. The following are the global code of ethics for tourism by UNWTO.

6. Global Code of Ethics for Tourism by UNWTO

A fundamental frame of reference for responsible and sustainable tourism, the Global Code of Ethics for Tourism (GCET) is a comprehensive set of principles designed to guide key-players in tourism development. Addressed to governments, the travel industry, communities and tourists alike, it aims to help maximise the sector's benefits while minimising its potentially negative impact on the environment, cultural heritage and societies across the globe.

Adopted in 1999 by the General Assembly of the World Tourism Organization, its acknowledgement by the United Nations two years later expressly encouraged UNWTO to promote the effective follow-up of its provisions. Although not legally binding, the Code features a voluntary implementation mechanism through its recognition of the role of the World Committee on Tourism Ethics (WCTE), to which stakeholders may refer matters concerning the application and interpretation of the document.

The Code's 10 principles amply cover the economic, social, cultural and environmental components of travel and tourism:

Article 1: Tourism's contribution to mutual understanding and respect between peoples and societies

Article 2: Tourism as a vehicle for individual and collective fulfillment

Article 3: Tourism, a factor of sustainable development

Article 4: Tourism, a user of the cultural heritage of mankind and contributor to its enhancement

Article 5: Tourism, a beneficial activity for host countries and communities

Article 6: Obligations of stakeholders in tourism development

Article 7: Right to tourism

Article 8: Liberty of tourist movements

Article 9: Rights of the workers and entrepreneurs in the tourism industry

Article 10: Implementation of the principles of the Global Code of Ethics for Tourism

ARTICLE 1

Tourism's contribution to mutual understanding and respect between peoples and societies

1. The understanding and promotion of the ethical values common to humanity, with an attitude of tolerance and respect for the diversity of religious, philosophical and moral beliefs, are both the foundation and the consequence of responsible tourism; stakeholders in tourism development and tourists themselves should observe the social and cultural traditions and practices of all peoples, including those of minorities and indigenous peoples and to recognize their worth;

2. Tourism activities should be conducted in harmony with the attributes and traditions of the host regions and countries and in respect for their laws, practices and customs;

3. The host communities, on the one hand, and local professionals, on the other, should acquaint themselves with and respect the tourists who visit them and find out about their lifestyles, tastes and expectations; the education and training imparted to professionals contribute to a hospitable welcome;

4. It is the task of the public authorities to provide protection for tourists and visitors and their belongings; they must pay particular attention to the safety of foreign tourists owing to the particular vulnerability they may have; they should facilitate the introduction of specific means of information, prevention, security, insurance and assistance consistent with their needs; any attacks, assaults, kidnappings or threats against tourists or workers in the tourism industry, as well as the wilful destruction of tourism facilities or of elements of cultural or natural heritage should be severely condemned and punished in accordance with their respective national laws;

5. When travelling, tourists and visitors should not commit any criminal act or any act considered criminal by the laws of the country visited and abstain from any conduct felt to be offensive or injurious by the local populations, or likely to damage the local environment; they should refrain from all trafficking in illicit drugs, arms, antiques, protected species and products and substances that are dangerous or prohibited by national regulations;

6. Tourists and visitors have the responsibility to acquaint themselves, even before their departure, with the characteristics of the countries they are preparing to visit; they must be

aware of the health and security risks inherent in any travel outside their usual environment and behave in such a way as to minimize those risks.

ARTICLE 2

Tourism as a vehicle for individual and collective fulfillment

1. Tourism, the activity most frequently associated with rest and relaxation, sport and access to culture and nature, should be planned and practiced as a privileged means of individual and collective fulfillment; when practiced with a sufficiently open mind, it is an irreplaceable factor of self-education, mutual tolerance and for learning about the legitimate differences between peoples and cultures and their diversity;

2. Tourism activities should respect the equality of men and women; they should promote human rights and, more particularly, the individual rights of the most vulnerable groups, notably children, the elderly, the handicapped, ethnic minorities and indigenous peoples;

3. The exploitation of human beings in any form, particularly sexual, especially when applied to children, conflicts with the fundamental aims of tourism and is the negation of tourism; as such, in accordance with international law, it should be energetically combatted with the cooperation of all the States concerned and penalized without concession by the national legislation of both the countries visited and the countries of the perpetrators of these acts, even when they are carried out abroad;

4. Travel for purposes of religion, health, education and cultural or linguistic exchanges are particularly beneficial forms of tourism, which deserve encouragement;

5. The introduction into curricula of education about the value of tourist exchanges, their economic, social and cultural benefits, and also their risks, should be encouraged

ARTICLE 3

Tourism, a factor of sustainable development

1. All the stakeholders in tourism development should safeguard the natural environment with a view to achieving sound, continuous and sustainable economic growth geared to satisfying equitably the needs and aspirations of present and future generations;

2. All forms of tourism development that are conducive to saving rare and precious resources, in particular water and energy, as well as avoiding so far as possible waste production, should be given priority and encouraged by national, regional and local public authorities;

3. The staggering in time and space of tourist and visitor flows, particularly those resulting from paid leave and school holidays, and a more even distribution of holidays should be sought

so as to reduce the pressure of tourism activity on the environment and enhance its beneficial impact on the tourism industry and the local economy;

4. Tourism infrastructure should be designed and tourism activities programmed in such a way as to protect the natural heritage composed of ecosystems and biodiversity and to preserve endangered species of wildlife; the stakeholders in tourism development, and especially professionals, should agree to the imposition of limitations or constraints on their activities when these are exercised in particularly sensitive areas: desert, polar or high mountain regions, coastal areas, tropical forests or wetlands, propitious to the creation of nature reserves or protected areas;

5. Nature tourism and ecotourism are recognized as being particularly conducive to enriching and enhancing the standing of tourism, provided they respect the natural heritage and local populations and are in keeping with the carrying capacity of the sites

ARTICLE 4

Tourism, a user of the cultural heritage of mankind and contributor to its enhancement

1. Tourism resources belong to the common heritage of mankind; the communities in whose territories they are situated have particular rights and obligations to them;

2. Tourism policies and activities should be conducted with respect for the artistic, archaeological and cultural heritage, which they should protect and pass on to future generations; particular care should be devoted to preserving and upgrading monuments, shrines and museums as well as archaeological and historic sites which must be widely open to tourist visits; encouragement should be given to public access to privately-owned cultural property and monuments, with respect for the rights of their owners, as well as to religious buildings, without prejudice to normal needs of worship;

3. Financial resources derived from visits to cultural sites and monuments should, at least in part, be used for the upkeep, safeguard, development and embellishment of this heritage;

4. Tourism activity should be planned in such a way as to allow traditional cultural products, crafts and folklore to survive and flourish, rather than causing them to degenerate and become standardized

ARTICLE 5

Tourism, a beneficial activity for host countries and communities

1. Local populations should be associated with tourism activities and share equitably in the economic, social and cultural benefits they generate, and particularly in the creation of direct and indirect jobs resulting from them;

2. Tourism policies should be applied in such a way as to help to raise the standard of living of the populations of the regions visited and meet their needs; the planning and architectural approach to and operation of tourism resorts and accommodation should aim to integrate them, to the extent possible, in the local economic and social fabric; where skills are equal, priority should be given to local manpower;
3. Special attention should be paid to the specific problems of coastal areas and island territories and to vulnerable rural or mountain regions, for which tourism often represents a rare opportunity for development in the face of the decline of traditional economic activities;
4. Tourism professionals, particularly investors, governed by the regulations laid down by the public authorities, should carry out studies of the impact of their development projects on the environment and natural surroundings; they should also deliver, with the greatest transparency and objectivity, information on their future programmes and their foreseeable repercussions and foster dialogue on their contents with the populations concerned

ARTICLE 6

Obligations of stakeholders in tourism development

1. Tourism professionals have an obligation to provide tourists with objective and honest information on their places of destination and on the conditions of travel, hospitality and stays; they should ensure that the contractual clauses proposed to their customers are readily understandable as to the nature, price and quality of the services they commit themselves to providing and the financial compensation payable by them in the event of a unilateral breach of contract on their part;
2. Tourism professionals, insofar as it depends on them, should show concern, in co-operation with the public authorities, for the security and safety, accident prevention, health protection and food safety of those who seek their services; likewise, they should ensure the existence of suitable systems of insurance and assistance; they should accept the reporting obligations prescribed by national regulations and pay fair compensation in the event of failure to observe their contractual obligations
3. Tourism professionals, so far as this depends on them, should contribute to the cultural and spiritual fulfilment of tourists and allow them, during their travels, to practise their religions;
4. The public authorities of the generating States and the host countries, in cooperation with the professionals concerned and their associations, should ensure that the necessary mechanisms are in place for the repatriation of tourists in the event of the bankruptcy of the enterprise that organized their travel;

5. Governments have the right – and the duty - especially in a crisis, to inform their nationals of the difficult circumstances, or even the dangers they may encounter during their travels abroad; it is their responsibility however to issue such information without prejudicing in an unjustified or exaggerated manner the tourism industry of the host countries and the interests of their own operators; the contents of travel advisories should therefore be discussed beforehand with the authorities of the host countries and the professionals concerned; recommendations formulated should be strictly proportionate to the gravity of the situations encountered and confined to the geographical areas where the insecurity has arisen; such advisories should be qualified or cancelled as soon as a return to normality permits;

6. The press, and particularly the specialized travel press and the other media, including modern means of electronic communication, should issue honest and balanced information on events and situations that could influence the flow of tourists; they should also provide accurate and reliable information to the consumers of tourism services; the new communication and electronic commerce technologies should also be developed and used for this purpose; as is the case for the media, they should not in any way promote sex tourism

ARTICLE 7

Right to tourism

1. The prospect of direct and personal access to the discovery and enjoyment of the planet's resources constitutes a right equally open to all the world's inhabitants; the increasingly extensive participation in national and international tourism should be regarded as one of the best possible expressions of the sustained growth of free time, and obstacles should not be placed in its way;

2. The universal right to tourism must be regarded as the corollary of the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay, guaranteed by Article 24 of the Universal Declaration of Human Rights and Article 7.d of the International Covenant on Economic, Social and Cultural Rights;

3. Social tourism, and in particular associative tourism, which facilitates widespread access to leisure, travel and holidays, should be developed with the support of the public authorities;

4. Family, youth, student and senior tourism and tourism for people with disabilities, should be encouraged and facilitated

ARTICLE 8

Liberty of tourist movements

1. Tourists and visitors should benefit, in compliance with international law and national legislation, from the liberty to move within their countries and from one State to another, in accordance with Article 13 of the Universal Declaration of Human Rights; they should have

access to places of transit and stay and to tourism and cultural sites without being subject to excessive formalities or discrimination;

2. Tourists and visitors should have access to all available forms of communication, internal or external; they should benefit from prompt and easy access to local administrative, legal and health services; they should be free to contact the consular representatives of their countries of origin in compliance with the diplomatic conventions in force;

3. Tourists and visitors should benefit from the same rights as the citizens of the country visited concerning the confidentiality of the personal data and information concerning them, especially when these are stored electronically;

4. Administrative procedures relating to border crossings whether they fall within the competence of States or result from international agreements, such as visas or health and customs formalities, should be adapted, so far as possible, so as to facilitate to the maximum freedom of travel and widespread access to international tourism; agreements between groups of countries to harmonize and simplify these procedures should be encouraged; specific taxes and levies penalizing the tourism industry and undermining its competitiveness should be gradually phased out or corrected;

5. So far as the economic situation of the countries from which they come permits, travellers should have access to allowances of convertible currencies needed for their travels

ARTICLE 9

Rights of the workers and entrepreneurs in the tourism industry

1. The fundamental rights of salaried and self-employed workers in the tourism industry and related activities, should be guaranteed under the supervision of the national and local administrations, both of their States of origin and of the host countries with particular care, given the specific constraints linked in particular to the seasonality of their activity, the global dimension of their industry and the flexibility often required of them by the nature of their work;

2. Salaried and self-employed workers in the tourism industry and related activities have the right and the duty to acquire appropriate initial and continuous training; they should be given adequate social protection; job insecurity should be limited so far as possible; and a specific status, with particular regard to their social welfare, should be offered to seasonal workers in the sector;

3. Any natural or legal person, provided he, she or it has the necessary abilities and skills, should be entitled to develop a professional activity in the field of tourism under existing national laws; entrepreneurs and investors - especially in the area of small and medium-sized

enterprises - should be entitled to free access to the tourism sector with a minimum of legal or administrative restrictions;

4. Exchanges of experience offered to executives and workers, whether salaried or not, from different countries, contributes to foster the development of the world tourism industry; these movements should be facilitated so far as possible in compliance with the applicable national laws and international conventions;

5. As an irreplaceable factor of solidarity in the development and dynamic growth of international exchanges, multinational enterprises of the tourism industry should not exploit the dominant positions they sometimes occupy; they should avoid becoming the vehicles of cultural and social models artificially imposed on the host communities; in exchange for their freedom to invest and trade which should be fully recognized, they should involve themselves in local development, avoiding, by the excessive repatriation of their profits or their induced imports, a reduction of their contribution to the economies in which they are established;

6. Partnership and the establishment of balanced relations between enterprises of generating and receiving countries contribute to the sustainable development of tourism and an equitable distribution of the benefits of its growth

ARTICLE 10

Implementation of the principles of the Global Code of Ethics for Tourism

1. The public and private stakeholders in tourism development should cooperate in the implementation of these principles and monitor their effective application;

2. The stakeholders in tourism development should recognize the role of international institutions, among which the World Tourism Organization ranks first, and non-governmental organizations with competence in the field of tourism promotion and development, the protection of human rights, the environment or health, with due respect for the general principles of international law;

3. The same stakeholders should demonstrate their intention to refer any disputes concerning the application or interpretation of the Global Code of Ethics for Tourism for conciliation to an impartial third body known as the World Committee on Tourism Ethics.

7. Conclusion:

Considering the growth and development of tourism industry in recent years and its positive consequences in developing countries in terms of the increase in currency resource, diminution of unemployment rate, increase in foreign investment and public welfare and income of the residents and finally in terms of the sustainable development of this industry, if it is considered in terms of India then the total contribution of Travel & Tourism to GDP was INR6,631.6 bn. (6.2% of GDP) in 2013, and is forecast to rise by 7.3% in 2014, and to rise by 7.0% pa to INR13,983.0bn (6.8% of GDP) in 2024. And in 2013, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry, was 7.7% of total employment (35,438,500 jobs). This is expected to rise by 2.7% in 2014 to 36,409,000 jobs and rise by 1.9% pa to 43,837,000 jobs in 2024 (7.9% of total).

The sustainable development of any country depends on the things which are sustainable in itself, so when it is debated about the ethics, especially in India, which is considered to be the guru of world for teaching ethics, its very necessary to continue our ethics in Tourism. Many of the unethical things like charging high with foreigners, cheating in small things like fare of transport, charging high for low quality of products etc will lead to unethical behavior. Also the unethically treated tourist will speak for all country and the repo of the country promoted by that tourist will diminish image of India. In marketing it is said that satisfied customer will tell other five, but a dissatisfied will tell to ten regarding his/her dissatisfaction.

The following the ethical terms made by the WTO seems necessary which need to be followed. These ethical terms are summarized as follows according to principles of the Global Code of Ethics for Tourism:

- (1) The primarily role of following ethics lies with the citizens of the country, as no body can compel any one to follow some basic values of their culture.
- (2) The public as well as private stakeholders in tourism related activities should cooperate in the implementation of these principles and monitor their effective application;
- (3) The stakeholders in tourism development should recognize the role of international institutions, among which the World Tourism Organization ranks first, and nongovernmental organizations with competence in the field of tourism promotion and development, the protection of human rights, the environment or health, with due respect for the general principles of international law;
- (4) The same stakeholders should demonstrate their intention to refer any disputes concerning the application or interpretation of the Global Code of Ethics for Tourism for conciliation to an impartial third body known as the World Committee on Tourism Ethics.
- (5) States Members or non-members of WTO, without being obliged to do so, should accept expressly the principles embodied in the Global Code of Ethics for Tourism and to use them as a basis when establishing their national laws and regulations and to inform accordingly the World Committee on Tourism Ethics.
- (6) Tourism enterprises and bodies, whether WTO Affiliate Members or not, and their associations should include the relevant provisions of the Code in their contractual instruments or to make specific reference to them in their own codes of conduct or professional rules and to report on them to the World Committee on Tourism Ethics⁹.

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