Tourism Ethics in Tourism Education

by:

Sietske Gras-Dijkstra
Member of the UNWTO World Committee on Tourism Ethics

Lecturer in Tourism Ethics

Values in Tourism
An Itinerary to Tourism Ethics
Tourism Ethics: What? Why?

Growing impacts of (mass) tourism

Growing need for moral responsibility

United Nations Millennium Goals

Tourism development should be based on sound and fundamental moral values

Tourism Ethics in Tourism Education
Global Code of Ethics for Tourism (2001): 
MUTUAL UNDERSTANDING / RESPECT

Tourism students: instrumental in dissemination and implementation of the Code of Ethics.
WHY
Tourism Ethics in Tourism Education

- Understand and disseminate the Global Code of Ethics for Tourism
- Recognize and raise awareness for moral issues and dilemmas in tourism
- Teach students
  - to form a well-argued moral judgement
  - to be able to debate on moral issues
Curricula formulation

Support each approach by a case study

1. Pragmatic approach
   ➔ Starting from rules / principles ➔ Code of Ethics

2. Theoretical approach
   ➔ Starting from ethical theories and moral responsibilities considering real-life situations

3. Empirical approach:
   ➔ Empirical: research of moral arguments and moral actions
Curricula formulation

Practical moral issues and dilemmas: Recognize – Analyze – Debate

- What is the central question?
- What factual aspects do you need to know (and why?)
- Which principles or theoretical considerations might be relevant?
- Is there sufficient basis for advice?
Contemporary issues

- Global warming
  - Tourism as a vector ← → Tourism as a victim

- Tourism growth → is there a limit?
  - Carrying capacity demands a limit

- Tourism impacts → CHALLENGE!
  - Minimize negative, maximize positive impacts

- Poverty reduction ←→ exploitation
Everyone has a right to leisure and tourism

Is it still acceptable to travel if this contributes to global warming?

Flying is a major contributor to global warming:

is it justifiable to restrict long-haul tourism?
Carrying capacity may demand a limit to tourism growth

How can we justify restrictive measures to prevent overcrowded national parks and other tourist attractions?

Serengeti National Park Tanzania

Po Lin Monastery Hong Kong
Tourism impacts: guest – host relations

Is it tolerable if tourism violates the rights of the "host communities" in tourism destinations?

Obligatory long skirts for visitors of a temple

A tip: justified, offensive, or a form of corruption?
Tourism impacts: pollution and destruction of the environment

Do the benefits of tourism outweigh the impacts?

Beaches polluted with rubbish

Forbidden souvenirs: coral, shells, etc.
Minimize negative tourism impacts

Protection of nature and culture instead of harming nature and culture: how can tourism contribute?

- Take nothing but pictures
- Leave nothing but footprints
- Kill nothing but time!
Poverty reduction

Tourism can generate income and can therefore be used to alleviate poverty

Make poverty reduction through tourism real with the use of training

Women Empowerment through Community Based Tourism
But what about the risk?

Tourism can create a fertile ground for the exploitation of labour

This should be a job for adults, right?
Protect Children Campaign
A new awareness campaign from UNWTO and partners

Children are our future!

For more information visit:
www.unwto.org/protectchildren

Contact us on:
protectchildren@unwto.org
THANK YOU FOR YOUR ATTENTION

TERIMA KASIH UNTUK PERHATIAN ANDA