

Chapter 73

Fourth Generation of Rights and Their Reflections on Human Resources Practices in Tourism Businesses

Füsun Istanbulu Dinçer

 <https://orcid.org/0000-0003-2338-2462>

Istanbul University, Turkey

Gul Erkol Bayram

 <https://orcid.org/0000-0001-9764-2883>

Sinop University, Turkey

Ozlem Altunoz

 <https://orcid.org/0000-0001-6593-8364>

Ankara Haci Bayram Veli University, Turkey

ABSTRACT

Sustainable development, which has been emphasized in the tourism system where sustainability has been targeted for years, temporarily eliminated the problems such as poverty, unemployment, and hunger for that period; however, it has affected tourism development by ignoring the rights of the ecosystem, future generations, and cities, thus causing some problems today. For these reasons, the need for handling with the manpower in tourism with a perspective that is more conscious, sensitive, and predictive than the current perspective has emerged. Taking these as a starting point, the study will include the following topics: the fourth generation of human rights, the current status, problems and opportunities of human resources in the tourism industry, and the reflection of the fourth generation of human rights on human resources.

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INTRODUCTION

Humankind is a thinking entity and can express what they think easily and in an understandable way. This is a feature that separates human beings from all other living things. However, in the industrial production process that emerged with the industrial revolution, this feature of humankind was ignored, and humankind was regarded as a means. In the following periods, by taking into consideration the productivity and profit effect of people, it was ensured that people participate in the management of the businesses and businesses have become constantly-learning and innovative organizations (Zaim, 2005). With the growing importance of human resources in almost every part of the world, the concept of staff management has been integrated into production management and a new concept, the concept of Human Resources Management has emerged. This concept, which refers to various administrative and legal affairs related to employees, also provided motivation, efficiency, and performance appraisal, integration of customer and employee, and employee loyalty (Zaim and Polat, 2013: 37).

As a social creature, humans are the subject of concepts such as technology, culture, art, public and private sector, production and consumption, and economies are built upon them. If they are managed correctly and in a qualified way, people contribute to the business, region, and country and play a serious role in the progress of the economy. Human resources refer to one of the most fundamental elements that organizations use to produce a product. Human resources, which have an essential place in the production process, are precious for many countries. Today, human resources are one of the most valuable resources of both public bodies and private enterprises. Employees, who previously only fulfilled a defined job description, are now involved in working life as individuals who recognize problems in advance, produce solutions to these problems and improve the sustainability of these solutions. However, the rapid progress of technology and the inevitable destruction of nature, culture, and the universe have caused the depletion of the quality human resources. Furthermore, the current problems of human resources will affect the future, and if this situation continues, there will not be a healthy ecosystem, a peaceful environment, and a world dominated by concepts such as prosperity, justice, and security. For people who are important sources of tourism, fourth-generation rights refer to concepts such as livable cities, unspoiled culture, and natural environment, a peaceful ecosystem, a qualified work environment, favorable working conditions, fair managers, a fair balance of wages, free and reliable administrations, and a government structure where data are not misused.

BACKGROUND: WHAT IS MEANT BY FOURTH GENERATION OF RIGHTS IN TOURISM INDUSTRY?

The rights that people have just because they are human are called “human rights.” Being born as a human being enables people to enjoy these rights; but in some cases, these rights are not sufficient. Human rights derive from human needs. One of the fundamental aims of human rights is to ensure that people have not only the right to life but also the right to an honourable life. If an individual, institution, or community does not recognize the rights of another individual, it does not recognize the humanity of that individual. Human rights prevent violations of rights by private organizations or individuals as well as violations of rights by the state. It is possible to state that human rights include state-individual and individual-individual relations (Sahin, 2010).

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