

# Chapter 16

## Sustainable Measures Deterring Ethical and Decent Dilemmas in Tourism

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### **ABSTRACT**

*These days, ethical dilemmas are commonly observed creating challenging issues for tourism planners and management authorities. These ethical challenges arise due to the behavior of tourism stakeholders. Addressing these ethical dilemmas requires collaborative and rational efforts from governments, communities, businesses, and tourists. Adopting responsible and sustainable tourism practices, respecting local cultures, and prioritizing environmental conservation are essential steps toward mitigating these challenges. Education campaigns can also play a key role in promoting ethical tourism practices among providers and consumers. By encouraging sustainable tourism development, these measures subsidize the long-term sustainability of tourism destinations, enrich the well-being of residents, and safeguard natural and cultural heritage for future generations. Sustainable tourism practices encourage ethical deliberations, alleviate dilemmas, and support a harmonious stability between economic richness, social well-being, and environmental stewardship in the industry.*

### **1. INTRODUCTION**

Tourism is well-known for fetching job opportunities, economic development and crafting a learning bend for all and sundry, however it is also recognized for undesirable effects like vanishing the natural habitat, transporting unsolicited behaviors (e.g. drugs) and reason of congestion and overcrowding. Though, tourism sector is assumed one of the major businesses worldwide, on the other hand it involves many unethical issues of its functions too. Without controlling and focusing much on its ethical concerns, every country is developing tourism for their national economic wellbeing (Fennell, 2006). Many

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researchers have raised the questions on overlooked ethics in general and on ethics in tourism sector in particular (Higgins, et al., 2019; Weeden, 2008; Fennell, 2006).

The Global Code of Ethics for Tourism (GCET), established by the UN Tourism as a key setting of reference for sustainable and responsible tourism, is a comprehensive and complete set of ethics planned to monitor key players in tourism growth and development (UNWTO, 2020, August 1). GCET guides governments, local communities, travel industry and tourists in maximizing benefits from tourism and minimizing its negative impacts on cultural heritage, environment and societies in the world. UN Tourism has set up 10 principles of tourism ethics under Global Code of Ethics (GCE) for Tourism heading (Fennell, 2006). Though not lawfully compulsory, the GCE depicts a voluntary application mechanism through its acknowledgement of the part of the World Committee on Tourism Ethics (WCTE), to which participants may raise issues regarding the application and understanding of the document.

Governments, various associations, trade bodies and organizations across the globe have set the frameworks for providers, consumers and locals to maintain the destination sustainability and follow ethics while being part of tourism phenomenon. Despite these frameworks and regulations, ethical dilemmas in tourism sector are commonly observed which create big issues for the planners and managing bodies at different stages of the tourism development and conservation. This chapter is an effort to address the ethical dilemmas in tourism sector and assess the possible measures to deter highlighted ethical issues in the industry.

To maintain the objectivity of this chapter, a qualitative research approach is adopted in methodology section. The data were gathered from various online sources including- research journals, news articles, reports, websites, books, and other published materials. During data search process most relevant key words, such as, tourism ethics, issues in tourism, negative impacts of tourism, tourism problems, tourism dilemmas, ethical concerns in tourism, and sustainable tourism were used. The chapter findings revealed several ethical and decent dilemmas prevailed in the tourism industry. There are numerous factors responsible to ethical and decent dilemmas in tourism industry arising from the local communities, tourists, private businesses and governments as well in different forms.

## **2. ETHICAL AND DECENT DILEMMAS IN TOURISM**

Due to the intricate relationships that exist between visitors, host communities, and the environment, there are many different types of ethical and decent challenges in the tourism industry (Holden, 2019). Environmental degradation, cultural exploitation, and over-tourism were prominent challenges in the early 2000s. Over-tourism resulted in crowding, which put a strain on the infrastructure and had an adverse effect on the ecosystems and local residents (Baloch, et al., 2023; Olaghere, 2023). Concerns over authenticity and regard for regional customs have been raised by the commercialization of indigenous cultures for the amusement of tourists, which is a form of cultural exploitation (Dahles, 2013). Unsustainable tourist activities led to pollution, habitat destruction, and natural resource depletion, among other forms of environmental degradation (Jamal & Higham, 2021; Holden, 2019). Furthermore, as tourism development frequently prioritized financial advantages above a fair distribution of benefits among local populations, social and economic imbalances were made worse. These moral conundrums highlighted the necessity of sustainable and ethical tourist practices, spurring initiatives to support environmentally conscious travel, cultural sensitivity, community empowerment, and responsible tourism (Jamal & Higham, 2021; Nicolaidis, 2020; Baloch, et al., 2023). The fact that ethical issues in tourism

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