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As the world's largest industry, tourism involves a wide range of practices, encompasses all human territories and manifests the key values and drivers of modernity. Not surprisingly ethical and moral concerns provoked by touristic practice mirror those raised in relation to modernity and modernisation. Researchers in the fi eld have tended to emphasise, for example, the impacts that tourists and the industry that accommodates them have on our ability to sustain social life and the ...

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This book introduces students to the important topic of tourism ethics and illustrates how ethical principles and theory can be applied to address contemporary tourism industry issues. A critical role of the book is to highlight the ethical challenges in the tourism industry and to situate tourism ethics within wider contemporary discussions of ethics in general.

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Conforming uncritically to dominant values (norms) is problematic, and indeed may end up being unethical Thus, while CSR may be a useful tool in our striving for a more ethical tourism industry, it is necessary to acknowledge the limitations of CSR – especially considering the complex social and (cross)-cultural contexts in which tourism operates This book contributes to a growing debate in tourism scholarship on the need for the tourism industry to address ethics As moral agents, students ...

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