

# HEADSHIP AND SCOPE OF ETHICS IN TOURISM: A STUDY ON TOURISM SPOTS IN KERALA

<sup>1</sup>Sheeba Chandy, <sup>2</sup>Dr.Biju.T

Research Scholar, Assistant Professor, Department of Commerce, K.G.College, Pampady, Kottayam, Kerala, India

---

**Abstract:** Kerala is a unique masterpiece of nature. Its mind refreshing salient features such as flora and fauna, cultural elements and all makes it the Gods own country. Each tourism destination in Kerala possesses its own specific versatility and so the tourist could experience enormous joy, satisfaction and unforgettable memories at all tourist spot. Generally a tourist expects and enquires about the natural beauty and memorable experience at a spot, but now a day's tourists are concerned about the ethical background of that destination too. So the ethical values and principles are main key factors of promotion of modern day tourism industry. This study is a humble attempt to make clear the importance of ethical values in tourism spots in Kerala. The primary data collected from visitors and local communities of various tourism spots in Kerala.

**Keywords:** Code of Tourism Ethics, Ethical responsibility, Tourism destination, Ethical tourism.

---

## 1. INTRODUCTION

Kerala is titled as one of the paradises of the world by the National Geographic Traveller. Paradise refers to a place in which people experience joy enormously. Kerala is so called because of its unique cultural and geographical features such as the Arabian Sea in the west, the Western Ghats towering 500-2700 km in the east and networked by 44 rivers. These salient features attract tourists from all over the world to Kerala. Each destination in Kerala is unique and provides absolutely unforgettable experience for a tourist from its natural beauty, feasts/festivals, beaches, lakes, forests, waterfalls, wildlife sanctuary, hill stations, historic monuments, climate, health package and art forms.

Kerala is having world famous destinations in all segments of the tourism industry. Both the tourists and the locals benefitted from the scope of these destinations. From which I have taken three destinations as sampling for the detailed analysis within the scope of this paper. Eco-tourism Thenmala, Backwater Kumarakom and Pilgrim centre Malayattoor are selected three tourism spots for the study. The first destination is Thenmala, an ideal Eco-tourism spot situated at Kollam district in Kerala. TEP (Thenmala Ecotourism Promotion Society) was registered in July 1998 under the Travancore Cochin Literary Scientific and Charitable Societies Act 1957. It is having six attractive visitation zones comprises of culture zone, leisure zone, adventure zone, deer rehabilitation centre, deep woods and wildlife sanctuary boating. It has a cultural zone in which visitors get basic infrastructure like the information centre, interpretation centre, toilet, restaurant, amphitheatre, musical dancing fountain, children's park and butterfly safari.

The next sample is Kumarakom, the best backwater tourist spot in the world. The beautiful Kumarakom Vembanadu Lake situated at the west of Kottayam district imparts this unique scenic experience. The back water resorts, house boats, motor boats and local cuisines especially Kumarakom pearl spot fish dishes nourishes the tourists in a special way. The third sample is from the religious tourism segment. Malayattoor is a very famous religious tourist spot tracing a huge history since AD 52. It is a place connected with the ancient Christian historicity St. Thomas the disciple of Jesus Christ and so this spot attracts both the religious and the secular tourists locally and globally. It is situated at the Ernakulum district in Kerala.

Tourism is contributing not only to mere economic means but also to social development means sustainability such as environmental, economic, social, cultural, ethical and participatory. Tourism ethics defined “as the study of the moral adequacy of the interaction between human and environment for the purposes of tourism”. 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. Importance and scope of ethical values in tourism spots in Kerala are measured on the basis of code of tourism ethics. Following 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 fulfilment

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

## **2. REVIEW OF LITERATURE**

1. John P. Lea (1993) in his article ‘Tourism development ethics in the third world’ mentioned about the origin of ethical concern about tourism development in the Third world are traced in both the sociology of expansion and environmental ethics literature.. This paper concluded with a three-part grouping into Third World development ethics, tourism industry ethics and personal travel ethics categories is suggested.

2. Marion Wheeler (1995) in his article ‘Tourism marketing ethics’ discussed about the nature of the tourism product, the paradoxes which occur with its development and the role that ethics can play in the marketing of the tourism product. The author concluded that the aspect of ethics implicit in tourism marketing and revolve around effective segmentation, communication of appropriate tourism spot messages and realizing the fragility of the environment.

3. David.A.Fennell and David.C.Malloy (1999) in their article ‘Measuring the ethical nature of tourism operators’ evaluated that an effort to determine possible ethical differences among distinct groups like ecotourism, adventure, fishing, cruise line and golf operators. This paper evaluated about the influence of education, organizational size and use of codes of ethics in day-to-day business operation and practice to help explain the differences that exist among the participating groups.

4. Gloria Obinali (2014), in her article ‘Sustaining Development Through Eco-friendly Tourism’ examined that how an eco-friendly tourism can be achieved and relationship between tourism and environment. In this study mentioned that eco-friendly tourism involve a deliberate attempt to conserve and protect the environment by participating to certain ethical principles.

### **STATEMENT OF PROBLEM**

Kerala is having world famous destinations in all segments of the tourism industry. Both the tourists and the locals benefitted from the scope of this destination. Generally a tourist expects and enquires about the natural beauty and memorable experience at a spot, but now a day’s tourists are concerned about the ethical background of that destination too. So the ethical values and principles are main key factors of promotion of modern day tourism industry. This study helps to understand importance and scope of the ethics in tourism spots in Kerala.

**OBJECTIVES**

1. To study the scope of ethical values and principles in the tourism projects in Kerala.
2. To know the responsibility gathered to maintain the ethical background in tourism spots in Kerala.

**HYPOTHESIS**

1. There is no significant difference in the ethical satisfaction of visitors in tourism destinations in Kerala.
2. There is no significant difference in the ethical satisfaction of local people in tourism destinations in Kerala.

**3. RESEARCH METHODOLOGY**

The primary data are collected from 90 tourists and 90 local people in three tourism destination in Kerala. Data are collected from 30 tourists and 30 local people through questionnaire from each tourism destination. Eco-tourism Thenmala, Backwater Kumarakom and Pilgrim centre Malayatoor are the selected three tourism spots for the study. The collected data have been analysed with the help of statistical tools like percentage analysis, mean score and One Way ANOVA. The relevant secondary data have been collected from journals, reports and websites.

**DATA ANALYSIS AND INTERPRETATION: VISITORS PERSPECTIVE**

Table 1

	Component	Frequency ( Percent )	Total ( Percent )
Gender	Male	44 ( 48.1 )	90 (100)
	Female	46 ( 51.1 )	
Literacy Level	Below Graduate	29 (32.2 )	90 (100)
	Graduate	31 (34.4 )	
	Above Graduate	30 ( 33.3 )	

Table 1 shows that out of 90 visitors are 48.1 Percent male and 51.1 Percent female respondents from the pilgrim tourism spots. Out of 90 visitors of pilgrim spots are 32.2 Percent below Graduates, 34.4 Percent Graduates and 33.3 Percent above Graduates.

**RESPONSIBLE GROUP TO MAINTAIN ETHICS IN TOURISM DESTINATION**

Visitors, local people, Government and local authority and tourism department are main responsible group to maintain the ethics in tourism destination. Following table shows that who gathered more responsibility to maintain the ethics in tourism destination.

Table 2

	Frequency	Percent
Visitors	25	27.8
Local people	21	23.3
Government and Local authority	22	24.4
Tourism Department	22	24.4
Total	90	100

Table 3 shows that out of 90 visitors' respondents opined that 25 per cent visitors, 21 per cent local people, 22 per cent Government and local authority and 22 per cent tourism department are bearing responsibility to maintain the ethics in tourism destination. All groups have no more variation in the responsibility to maintain the ethics in tourism destination. Each group are approximately equally responsible to maintain the ethics in tourism destination.

### ETHICAL SATISFACTION OF VISITORS IN TOURISM DESTINATION

Ethical satisfaction of visitors in tourism destinations determined on the basis of variables from code of tourism ethics. ANOVA test was used to analyse if there is significant difference ethical satisfaction of visitors in tourism destinations in Kerala. The following hypotheses were formulated and tested.

H0: There is no significant difference in the ethical satisfaction of visitors in tourism destinations in Kerala

H1: There is significant difference in the ethical satisfaction of visitors in tourism destinations in Kerala

**Table 3**

Code of tourism ethics	F	Sig.	Accept or Reject Hypothesis
Getting Mutual understanding and respect between people and environment	.577	.569	Accept null Hypothesis
Sustainable development in the pilgrim spot	.498	.609	Accept null Hypothesis
Cultural heritage	.951	.309	Accept null Hypothesis
Obligation of stakeholder	1.341	.267	Accept null Hypothesis
Getting Rights of tourist	1.538	.220	Accept null Hypothesis
Getting liberty in visiting	1.071	.347	Accept null Hypothesis

From the above table that shows the output of the ANOVA analysis and whether there is a statistically significant difference between our group means. We can see that the significance values are above 0.05. And, therefore, there is no significant difference in the ethical satisfaction of visitors in tourism destinations in Kerala and thus we accept null hypothesis.

### RANGE OF SATISFACTION OF VISITORS IN DIFFERENT CODE OF TOURISM ETHICS IN TOURISM DESTINATION

**Table 4**

Code of tourism ethics	N	Mean Satisfaction	Std. Deviation
Getting Mutual understanding and respect between people and environment	90	5.36	1.105
Sustainable development in the pilgrim spot	90	5.30	1.361
Cultural heritage	90	5.32	1.513
Obligation of stakeholder	90	5.31	1.346
Getting Rights of tourist	90	5.27	1.413
Getting liberty in visiting	90	5.39	1.371

Table 4 reveals that range of satisfaction of visitors in different code of tourism ethics in tourism destination. Higher the mean value shows higher satisfaction of visitors in different code of tourism ethics in tourism destination. Lower the mean value shows lower satisfaction of visitors in different code of tourism ethics in tourism destination.

**DATA ANALYSIS AND INTERPRETATION: LOCAL COMMUNITY PERSPECTIVE**

**Table 5**

	<b>Component</b>	<b>Frequency ( Percent )</b>	<b>Total ( Percent )</b>
Gender	Male	57 ( 63.3 )	90 (100)
	Female	33 ( 36.7 )	
Literacy Level	Below Graduate	66 (73.3 )	90 (100)
	Graduate	10 (11.1 )	
	Above Graduate	14 ( 15.6 )	

Table 6 shows that out of 90 local people are 63.3 Percent male and 36.7 Percent female respondents from the pilgrim tourism spots. Male people are more engaging various activities in pilgrim centres compared to female group. Out of 90 local people of pilgrim spots are 73.3 Percent below Graduates, 11.1 Percent Graduates and 15.6 Percent above Graduates. Below graduate group of local community are highly getting earnings from pilgrim spots in Kerala.

**ETHICAL VALUES IN THE DESTINATION**

**Table 6**

	<b>Frequency</b>	<b>Percent</b>
Yes	70	77.8
No	20	22.2
Total	90	100

Table 7 shows that 70 per cent of the local people respondent opined that is need to improve ethical values in each activities of the tourism destination 20 per cent of the respondent agreed that is not necessary to improves ethical values in each activities of the tourism destination.

**ETHICAL SATISFACTION OF LOCAL PEOPLE IN TOURISM DESTINATION**

Ethical satisfaction of local people in tourism destinations determined on the basis of variables from code of tourism ethics. ANOVA test was used to analyse if there is significant difference ethical satisfaction of local people in tourism destinations in Kerala. The following hypotheses were formulated and tested.

H0: There is no significant difference in the ethical satisfaction of local people in tourism destinations in Kerala

H1: There is significant difference in the ethical satisfaction of local people in tourism destinations in Kerala

**Table 7**

<b>Code of tourism ethics</b>	<b>F</b>	<b>Sig.</b>	<b>Accept or Reject Hypothesis</b>
Getting Mutual understanding and respect between people and environment	1.786	.174	Accept null Hypothesis
Sustainable development in the pilgrim spot	.562	.572	Accept null Hypothesis
Cultural heritage	.696	.501	Accept null Hypothesis
Obligation of stakeholder	.161	.852	Accept null Hypothesis
Getting Rights of tourist	.385	.681	Accept null Hypothesis
Getting liberty in visiting	.533	.589	Accept null Hypothesis

From the above table that shows the output of the ANOVA analysis and whether there is a statistically significant difference between our group means. We can see that the significance values are above 0.05. And, therefore, there is no significant difference in the ethical satisfaction of local people in tourism destinations in Kerala and thus we accept null hypothesis.

**RANGE OF SATISFACTION OF LOCAL PEOPLE IN DIFFERENT CODE OF TOURISM ETHICS IN TOURISM DESTINATION**

**Table 8**

Code of tourism ethics	N	Mean Satisfaction	Std. Deviation
Getting Mutual understanding and respect between people and environment	90	3.46	.938
Sustainable development in the pilgrim spot	90	3.39	.980
Cultural heritage	90	3.47	.950
Obligation of stakeholder	90	3.48	.939
Getting Rights of tourist	90	3.48	.939
Getting liberty in visiting	90	3.43	.995

Table 9 reveals that range of satisfaction of local people in different code of tourism ethics in tourism destination. Higher the mean value shows higher satisfaction of local people in different code of tourism ethics in tourism destination. Lower the mean value shows lower satisfaction of local people in different code of tourism ethics in tourism destination.

**MAJOR FINDINGS**

1. Out of 90 visitors’ respondents opined that 25 per cent visitors, 21 per cent local people, 22 per cent Government and local authority and 22 per cent tourism department are bearing responsibility to maintain the ethics in tourism destination. All groups have no more variation in the responsibility to maintain the ethics in tourism destination. Each group are approximately equally responsible to maintain the ethics in tourism destination.
2. Higher the mean value shows higher satisfaction of visitors in different code of tourism ethics in tourism destination. Lower the mean value shows lower satisfaction of visitors in different code of tourism ethics in tourism destination. The outputs of the ANOVA analysis test the hypotheses whether there is no statistically significant difference between our group means. We can see that the significance values are above 0.05. And, therefore, there is no significant difference in the ethical satisfaction of visitors in tourism destinations in Kerala and thus we accept null hypothesis.
3. Higher the mean value shows higher satisfaction of local people in different code of tourism ethics in tourism destination. Lower the mean value shows lower satisfaction of local people in different code of tourism ethics in tourism destination. The outputs of the ANOVA analysis test the hypotheses whether there is a statistically significant difference between our group means. We can see that the significance values are above 0.05. And, therefore, there is no significant difference in the ethical satisfaction of local people in tourism destinations in Kerala and thus we accept null hypothesis.

**4. CONCLUSION**

Tourism is not only for the economic growth but also has ethical and sustainable development of the tourism destinations around the world. The result showed that visitors, local people, Government and local authority and tourism department are approximately equally responsible to maintain the ethics in tourism destination. Tour operators, tourism students, tourism service providers, tourism departments and executives, tourist, government and local communities must have the responsibility to keep up the ethical based activities in Tourism spots. This study will helps to maintain ethics in each activity in tourism spots in Kerala.

#### REFERENCES

- [1] Butcher, J. (2006). The moralization of tourism, and the ethical alternatives. In *Tourism Business Frontiers* (pp. 89-96). Routledge.
- [2] Duffy, R., & Smith, M. (2004). *The ethics of tourism development*. Routledge
- [3] Fennell, D. A. (2006). *Tourism ethics* (Vol. 30). Channel View Publications.
- [4] Fennell, D. A., & Malloy, D. C. (1999). Measuring the ethical nature of tourism operators. *Annals of Tourism Research* , 928-943.
- [5] Goodwin, H., & Francis, J. (2003). Ethical and responsible tourism: Consumer trends in the UK. *Journal of Vacation Marketing*, 9(3), 271-284.
- [6] Lea, J. P. (1993). *Tourism development ethics in the third world*.
- [7] Obinali, G. (2014). *Sustaining Development Through Eco-friendly Tourism*. Trivandrum: KITTS.
- [8] Wheeler, M. (1995). Tourism marketing ethics: an introduction. *International Marketing Review*, 12(4), 38-49.
- [9] [www.tourismconcern.org](http://www.tourismconcern.org)
- [10] [www.unwto.org](http://www.unwto.org)
- [11] [www.keralatourism.org](http://www.keralatourism.org)