

## *Tourism Business Ethics...*

# Editorial

Tourism Business ethics is the study of morality in tourism business and is concerned with the conduct and wisdom related business decisions. Tourism Business ethics has emerged recently as an important area of study in view of the sordid events of the past few years in tourist affairs. Increasing number of business methodologies, unethical use of mass media appeals, destruction of earth environment etc has led to a new approach that ethics and values need to be thought at tourism management schools so that future management leaders are fully aware of the consequences of their decisions and can restrain themselves. Ethical education should be designed to produce: pleasant, flexible and effective managers with the powers of insight and the courage to create and use ethically desirable means to sustain organizations in an age of competition and liberalization.

Competitive advantage can be achieved through harnessing the potential available in the employees by creating a positive work culture and existing the support of all the employees to the organizational goals. Management's new challenge is to create a work environment that attracts, keeps and motivates its workforce and the responsibility lies with managers and supervisors at all levels of tourism organizations. Such organizations have to create a work environment where people enjoy what they do, feel like they have a purpose, have pride in which they do, and can reach their potential by practicing ethical code of conduct for better tourist satisfaction.

Today workplace is different, diverse and constantly changing. The typical employer /employee relationship of old has been turned upside down. Workers are living in a growing economy and have almost limitless job opportunities. This combination of factors has created an environment where the business needs its employees more than the employees need to the business. Tourism business firms have to create relationship between ethical practices and productivity, employee touristic satisfaction. Corporate ethical values based on the principles of reliability and truthfulness in business activities has to be formed for achieving long term goals of the business.

This present volume of SAJTH carries opinions and research articles of researchers, planners on various conceptual issues and encourages all for further research and discussions on tourism and hospitality related issues in coming years.

Chief Editor



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