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Review of Hospitality Ethics Research in 2008

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Abstract

This paper reviews and analyzes 83 articles on the topic of hospitality ethics that appeared in the hospitality journals in the *Hospitality and Tourism Index* in the year of 2008. Figures in this paper show self emerging topic categories, journals, and dates of publication so that readers can see how the 2008 articles fit with the other 433 articles analyzed and reviewed since 1990. Findings indicate the most obvious change in 2008 to be from concern over the unethical behaviors of individuals in U.S. hospitality and hospitality related operations, to the more global concerns of sustainability for both companies and communities.

Review of Hospitality Ethics Research in 2008

Introduction

Moral Philosophy or ethics is the study of principles of right and wrong people should live by. What these principles are, where they come from, and how they are adhered to has been of ongoing interest to philosophers and lay people for well-over two thousand years. Interest in ethics grew dramatically as recently as 2003 when companies such as Enron, Arthur Andersen, WorldCom, Tyco, ImClone Systems, Adelphia Communications, Merrill Lynch & Co, Morgan Stanley, and Global Crossing were enmeshed in scandals that resulted in many negative consequences to the companies, the employees, the stockholders, the communities where the companies were located in, and the customers. Diminished ethical sensitivity from years of questionable decisions can make it difficult for executives to envision negative consequences that are so obvious after the fact.

Avoiding negative consequences is the lesson, and much of the research literature over the years has been focused on how individuals in companies can do the right thing. In the past

few years, however, the focus has gone global and is now more concerned with issues of
sustainability, reversing damage already done, and avoiding the negative consequences of

business as usual.

The founder of Ramada Inns, Marion W. Isbell, in 1988 endowed Isbell Hospitality

Ethics at the School of Hotel and Restaurant Management at Northern Arizona University, for

the purpose of improving the ethical climate in the hospitality industry by increasing ethical

awareness in hospitality students and managers. Research, curriculum design, and workshops are

utilized in this endeavor. Its work is guided by the research literature and is also moving in the

direction of sustainability, focused, perhaps, on food.

Isbell Hospitality Ethics has been reviewing and analyzing all of the ethics articles

appearing in the hospitality journals each year since 1990 and shares its findings on the Isbell

Hospitality Ethics web site (www2.nau.edu/~clj5/Ethics) to facilitate hospitality ethics

researchers' individual efforts. The web site is, in part, designed to foster communication and

coordination among hospitality ethics researchers whose work may ultimately improve the

ethical status of the hospitality industry. The purpose of this paper is to review and analyze the

ethics articles which appeared in the hospitality journals in 2008.

Method

The *Hospitality and Tourism Index* was used as the source of hospitality journals. A

search was conducted and 128 articles were obtained and read for 2008. Forty-five of the articles

were deemed not relevant. Of the 83 remaining articles 31 came from academic journals and 52

from trade journals and magazines. Sixteen academic journals, trade journals, and magazines that

had either not been part of the *Hospitality and Tourism Index* or had not previously published

articles on ethics were added for 2008. All of the 2008 articles fit easily into the 12 topic areas

that emerged during the past analyses of articles from 1990 to 2007.

<div align="center">Description of the Data</div>

Figures 1 and 2 identify the topic areas, the total number of articles for each topic area, when they were written, and the journals they appeared in. Figure 3 shows the total number of hospitality journal articles on ethics appearing each year over a 19-year period. While this paper's focus is on the articles appearing in 2008, it may be interesting to look at the articles within the context of the previous 18 years.

From 1990 through 2001 there were approximately 10 articles on ethics written in the hospitality journals each year. The publishers for the *Hospitality and Tourism Index* changed around 2002. There were 32 articles on ethics in 2002, and the number has steadily increased each year to 83 in 2008.

The distribution of articles changed dramatically in 2007 with 30% of the articles falling into the categories of Corporate Responsibility and Green/Sustainable. This trend continued in 2008 with a total of 15 articles on the topic of Green/Sustainable – one of the highest number of articles on any topic in any year. (See Figure 1.)

<div align="center">Topics</div>

Unethical Actions (Topic 1)

Ten articles (12% of 83) described unethical actions. A study of 321 college seniors in 3 hospitality programs found that the most likely forms of academic dishonesty would be, in order, claiming group work for individual credit, obtaining exam answers from students who already took the exam, handing in made up assignments rather than actually doing the work, adding unused citations to bibliographies, and using cheat sheets in exams (Calvert, Martin, Beck, &

Lin, 2008). The authors of the study believe that students must be taught ethics in their college
programs and have ethical standards enforced by their teachers.

It was pointed out by Panda (2008) that the area of marketing is where many unethical practices occur because marketing people are less ethical. While there is interest in creating a global code of ethics for marketing, Panda believes this to be an impossible task and should be left to individual countries to do as they see fit (2008). The keynote speaker at a conference of the Professional Association of Innkeepers International, Daniel Levine, suggested that innkeepers should write and post favorable reviews of their own inns on consumer-generated online review sites such as a la TripAdvisor and BedandBreakfast.com. Levine's comments were met with dismay and formally rebutted at a later session (Karen, 2008).

Even though tourism for the purpose of having sex with minors is a violation of human rights under several pieces of United Nations legislation, child sex tourism is "booming" with Asia at its center and 25% of child sex tourists coming from the U.S. (Tepelus, 2008). Numerous tourism stakeholders including, international governmental and nongovernmental organizations, the tourism industry, and national tourism authorities are attempting to create awareness of the sex tourism problem, codes of conduct, training, and voluntary prevention tactics. Hospitality and tourism are two of the fastest growing industries in the world and the least likely to have well developed codes of conduct and Corporate Social Responsibility programs. If tourism is to be sustainable it must accept its corporate civic responsibilities which include, not only the environment, but social issues as well. The prevention of child sex tourism may need to move beyond voluntary guidelines to enforceable policies and laws (Tepelus, 2008).

Contours, published by the Ecumenical Coalition on Tourism had an issue devoted primarily to tourism issues in the Philippines. Tourism is seen as the simplest way to alleviate

poverty in third world countries. However, mass tourism development by multinational

companies results in displacement of indigenous people and loss of agricultural land and fishing

grounds and will most likely increase child prostitution which is already a problem in the

Philippines (de Lima, 2008).

The Filipino government is promoting the Philippines as a medical market where newly

privatized and refurbished hospitals provide medical care for foreign patients. More than 50% of

the population is poor and without any medical care. Medical tourism has resulted, however, in

opportunities for poor Filipinos to sell their organs (Tuazon, 2008).

The Tourism Act of 2008 will entice foreign investment in Philippine tourism.

Unfortunately revenues from tourism go to the transnational companies that own the hotels and

resorts, and only low paid service jobs are created for some of the locals. The promise of tourism

to alleviate poverty has, in fact, "worsened inequalities and impoverishment in the third world

and between developed and underdeveloped countries" (Lumang, 2008).

A study of the residents' perceived tourism impacts on Sagada in the Philippines

indicated both positive and negative impacts. The creation of tourism jobs and income for local

entrepreneurs are appreciated by residents. However, tourist garbage, vandalism, noise, and not

enough water for residents are problems. Also noted are increased drug use, crime, child

abductions, and the socio-culture character of the community has changed. Tourists come to

enjoy the environment and the culture. If tourism in Sagada is to be sustainable then the

environment and culture must be protected (Dulnuan, 2008).

The results of tourism in the Andamans (in the Bay of Bengal and east of India) were

studied, and it was determined that the economic benefits are insignificant. A list of

recommendations to ensure the sustainability of the area and culture, were addressed to a variety

of stakeholders. Tourism must be regulated and the Environment Impact Assessment process must be mandatory for all tourism projects (Rethink Tourism in the Andamans, 2008).

The Jamaica Environmental Trust presented a video on the high costs of tourism on Jamaica's people (Jamaica for sale!, 2008). The Trust hopes to distribute the video locally and internationally to school and other audiences

How Ethical Are We? (Topic 2)

Two articles, both from academic journals, were categorized as "How Ethical Are We?" A study of 534 workers in various positions in the hospitality industry found that employee theft was rampant with 77.6% of the respondents indicating theft at their own workplaces. Low-paid, part-time, and young workers were the most likely to steal, and pens and food were the items most often stolen. It was noted that low-paid, part-time, young workers didn't really consider taking pens and food as theft, even though these small thefts add up to very large losses. The authors recommend employing more full-time workers, mixing ages, providing employee meals, and training employees in theft awareness (Poulston, 2008).

Another study of 269 restaurant workers found that female workers were more ethically optimistic than male workers, that is, they associate ethical behavior with success in the organization. New workers and Spanish speaking workers tended to perceive successful managers as less ethical than unsuccessful managers. Management modeling and enforcing ethical behavior is seen as one of the best ways to influence ethical behavior in workers (Kincaid, Baloglu, & Corsun, 2008).

How to do the Right Thing (Topic 3)

Eight of the 11 articles in Topic 3 appeared in various trade journals and discussed how to do the right thing. Generation Y (those born somewhere between the mid-70's and early 90's)

are more technologically advanced than previous generations. They work well in groups, multi-task with ease, and are more tolerant of different lifestyles. However, having been raised in dual income families, Gen Y's worked less, were given more money, less supervision, and more rewards for doing nothing (White, 2008). There has been a sharp increase in plagiarism since Gen Y's have been in college (Dorsey, 2008).

Staffing may be one of management's biggest problems. Baby Boomers are aging out of the labor pool as Gen Y's are aging into it. Because there are fewer younger people entering the industry, it behooves managers to carefully screen Gen Y potential employees, understanding that they are different and different management tactics may be necessary to retain them and get the best from them (White, 2008).

Gen Y's are cautioned against lying on resumes, sharing company secrets with others outside the company, and theft (Dorsey, 2008). Technically advanced young people find plagiarism easier due to the internet. The internet, however, may also be used by employers to check references (Dorsey, 2008), and anti-plagiarism detection software can be successfully utilized to identify plagiarism (Self & Brown, 2008).

Anti-plagiarism detection software is an excellent deterrent when students know from the beginning of class that their papers will be submitted to an anti-plagiarism program; students must know that their instructors are serious about enforcing rules against academic dishonesty (Self & Brown, 2008). Managers hiring Gen Y's, need to always model their own words and policies. The new Gen Y employees must receive training that is appropriate for their specific needs and should be involved immediately in operating activities (White, 2008).

David Albutt, Director of leisure-net, in an interview said that the worst business decision he ever made involved not following his beliefs and, instead, doing what he thought others

expected. He learned from the experience and has since tried to do what he knew to be right (Robathan, 2008). Sometimes, however, doing the right thing is just too difficult. In the case of UK pub licensees, who may be unprepared to operate responsibly because they do not know how to or simply refuse to, voluntary guidelines may not be enough. The results of alcohol abuse are costly to society and individuals and may be mitigated if all licensees are required to belong to a professional organization with a code of conduct that requires responsible sales of alcohol, and enforced so that not adhering to the code results in expulsion from the organization and loss of license to sell alcohol (Pratten & Lovatt, 2008).

The Unlawful Internet Gambling Enforcement Act which makes processing Internet gambling transactions in the U.S., illegal, was upheld. The danger of gambling, particularly to children, turned the legal debate into a moral one. The Treasury Department is working on regulations to enforce the law (U.S. Web gambling ban alive and well, 2008).

The Gambling Commission of Spain met with regional representatives, officials of the Interior Ministry, Tax Authorities, and the National Agency of Lotteries and Betting to discuss formal regulation of online gambling (Spanish leaders meet to discuss online regulation, 2008).

Pharmaceutical and medical-device companies also needed the help of legislation that bans them from giving payments and gifts to doctors. The House of Representatives is considering a bill that would require reporting of gifts over $25 and fines of up to $100,000 for infractions. The American Medical Association is considering banning doctors from taking any medical education funds from pharmaceutical companies (Dienst, 2008). This is of interest to meeting planners who were paid by pharmaceutical companies to plan the meetings where the education was presented.

Siemens Shared Services in Orlando integrated information from the BCD Travel
Agency, the American Express corporate credit card, and Siemens human resources department

to match information between booked travel and actual spending for business trips.

Discrepancies can then go to the traveler's boss so that frequent offenders can be identified and

managers held accountable for non-compliance with the corporate travel policy (Siemens

streamlines, 2008).

If, in the future, major hotel chains hope to build new properties in the same areas where

they are currently building properties, it is necessary for them to negotiate with operators,

specifying that they will be competing in the future. Otherwise the new property will not be

allowed to compete with the older property (If you want to compete, negotiate it, 2008).

Local pizzerias near Cincinnati included flyers with their pizzas to help the Butler County

Child Enforcement Support Enforcement Agency track down "Deadbeat Dads" (A different twist

on the pizza box, 2008).

Company Values (Topic 4)

Five articles from five different trade journals appeared in Topic 4. Bob Masterson, Chair

of the Board of the International Association of Amusement Parks & Attractions and Fred

Singer, President of Singer Equipment Company, in separate articles, looked back over the

history of their organizations and noted that, although business environments change, their

company values of trust and relationships have not changed over the years and, may in fact, be

more important today than ever before (Masterson, 2008; Singer, 2008).

The value of respect is considered important by many companies. It can be recognized by

identified respectful behaviors such as listening with empathy, using a sincere tone of voice,

maintaining eye contact, fair treatment of each other, and being truthful and authentic. d'Orleans

(2008) encourages hotel organizations to notice if these behaviors are exhibited in their operations.

Employees will be more productive and enthusiastic if they are engaged and find value in their work and organizations. Old production models are no longer effective and managers, today, must change to a more "internal human model of work behavior." The companies listed in Fortune's annual "100 Best Places to Work in America" have created working environments where workers participate in meeting the mission of the organization and feel valued (McDonald, 2008).

Divine Chocolate, a fair-trade brand co-owned by the African cocoa farmers, won the top "Observer Ethical Award" because the company demonstrated that more equitable trading relationships could be successful (Past events, 2008).

Ethics and Leadership (Topic 5)

Two articles from trade journals appeared in Topic 5 in 2008. There had been no articles about Ethics and Leadership in the previous three years. Financial & Insurance Conference Planners held an education forum for 150 planners, focused on achieving leadership potential. Ethics and corporate social responsibility were highlighted topics (Valuable takeaways at FICP forum, 2008). Leaders must have integrity and a personal code of ethics. They must be authentic and care for their employees, assisting employees to become their best selves (Voth, 2008).

Codes of Ethics, the Need for, and How to Develop Them (Topic 6)

Eleven articles were about ethics codes. Two of the four articles from academic journals were book reviews for *Codes of Ethics in Tourism: Practice, Theory, Synthesis* by D. Fennell and D. Malloy. One of the reviews was very positive, while the other was less positive (Kampaxi, 2008; Buckley, 2008).

Caterers in Great Britain are being urged to adopt a voluntary code of conduct
establishing professional practices for when contracts are dropped in order to eliminate problems

for the new contractor (Caterers urged to adopt handover code, 2008). The Australian Wine

Industry Code of Conduct is aimed at setting standards and practices for trading relationships to

enable fair business dealings and sustainability of the industry (Young, 2008).

The Australian Culinary Codes of Practice are being adopted by various chef

organizations to serve as minimum standards for commercial chefs (Chefs codes adopted, 2008).

The American Society of Association Executives and the Center for Association Leadership are

working on "Guiding Principles for Socially Responsible Associations" to help professional

associations in areas of leadership, ethics, diversity, human rights, philanthropy, community

service, and environmental and economic sustainability (ASAE produces paper on associations'

social responsibility, 2008).

The "Responsible Tourism Code for the Pacific" was produced by the Development

Resource Centre, to inform and educate New Zealand tourists in appropriate and responsible

behavior to mitigate damage to tourist destinations. Relevant stakeholders were included in the

development of the code. The code was distributed through newspapers, magazines, travel

agencies, and supported with a web site (Wrelton, 2008).

Seventy-four event management associations in North and South America, the U.K.,

South Africa, Europe, and the Asian Pacific, completed questionnaires, and 60 were found to

have stated codes of ethics. Good reputations, honest communication, and trusting relationships

with clients and other event management professionals are keys to successful professional event

management (Arcodia & Reid, 2008).

An evaluation of the voluntary "Queensland Responsible Gambling Code of Practice"

was conducted to determine the rate of implementation and the attitudes of managers and staff from 14 gambling venues, towards the code. The code was developed for gambling providers to help them to help their customers avoid possible negative impacts of gambling, particularly for problem gamblers. While 93% of the respondents had received and were aware of the code, 21% were only barely aware or had not actually read it. For the 79% who were implementing the code, education and training for responsible gambling was the most important facilitator in the code. Managers and staff were less enthusiastic about providing customers with information on the costs of gambling but most felt their promotions were truthful. This study indicated a "positive change in responsible gambling attitudes and practices by Queensland managers and staff" (Breen & Hing, 2008).

Codes of conduct and ethical standards must, however, be practiced and enforced if they are to be effective. Many of the codes, particularly in tourism are voluntary guidelines. Professional associations' codes of conduct are generally criteria for membership with the intent of maintaining professionalism. At least one association of meeting planners was reported to ignore members' breaches of the standards specified in their particular code of conduct (Sonder, 2008).

Having good policies and adhering to them can protect organizations from potentially expensive and harmful litigation. Famous Dave's of America, Inc. demonstrated reasonable care to prevent sexual harassment with an anti-harassment policy, training covering the policy, reporting procedures, and documented actions to rectify the situation, and thus, avoided what could have been an expensive settlement (Good policies, procedures allow restaurant to prevail, 2008).

Ethics for Hospitality Educators (Topic 7)

For the first time in nine years, an article appeared in Topic 7. Hospitality researchers (who are most likely also educators) are encouraged, in this article from an academic journal, to use automated data collection with Web spiders to efficiently collect data that might not be readily accessible. Web spiders are software robots designed to visit numerous unstructured websites, extract information, and then store it in a database in an easily accessible format. "Poorly designed or ill-mannered" web spiders can harm the performance of the web site they are visiting, and it is possible for a site to block them. However, if hospitality researchers are to use this valuable research tool, it is necessary for them to be aware of the "Robot Exclusion Standard" and web spider behavior guideline standards to ensure they are not researching in an unethical manner (Gerdes & Stringam, 2008).

Teaching Ethics (Topic 8)

One article from an academic journal appeared in Topic 8. Three-hundred-twenty-six hospitality seniors over a four-year period completed questionnaires to get at their opinions of ethics in the hospitality industry. The results from the questionnaires completed each semester were used to stimulate discussion in an ethics unit in a course they were taking on hospitality issues. The author's use of student-generated data made for lively, personal class discussions because the questionnaires asked students about their own work experiences and their own ethical beliefs. The focus of the instruction was on ethical decision-making and the consequences of various decisions. The author believes his approach encourages student self-reflection, critical thinking and analysis, and an increased quality of decision-making (George, 2008).

Tourism Ethics (Topic 9)

Nine of the ten articles appearing in Topic 9 were in published in academic journals.
Three of the articles were somewhat positive reviews for Hall and Brown's book, *Tourism and Welfare: Ethics, Responsibility and Sustained Well-being*. The introductory textbook focuses on the welfare and wellbeing of tourists, tourism workers, the tourism industry, and animal welfare (Dunkely, 2008), providing "conceptual direction and practical reflection" (Hegarty, Roberson, & Bogardus, 2008). Much of the published academic research on the above topics is incorporated in the text and gives readers a "valuable outline of issues, current knowledge, and an honest appraisal of the complexity of the issues" (Ryan, 2008).

An article published by the same Hall and Brown (2008) was followed up by two other articles offering additional discussion and another perspective (Butcher, 2008; Fennell, 2008). Codes of conduct, with little stakeholder input, are often focused on tourists and their behavior rather than on tour operators. The codes, though largely unenforceable, lead to a perception that the tourism industry is aware of its ethical responsibilities and doing something about them. Until the tourism industry is regulated with enforceable policies, ethical tourism is unlikely. The tourism industry, as such, will not be effective in reducing poverty (Hall & Brown, 2008).

Fennell (2008c) points out that human beings tend toward self interest and this tendency must be taken into account when addressing ethical tourism issues. Butcher (2008), on the other hand, argues that tourism welfare issues cannot be separated from economic growth. To require indigenous cultures in tourism destinations to stay the same turns their "culture into a cage." He suggests that there may be new solutions and new resources that can be good for all stakeholders (Butcher, 2008).

Mendoza, in the only article in Topic 9 not from an academic journal, states that while tourism does add a substantial amount of money to the destination's Gross Domestic Product,

development is away from agrarian reform, food security, social services, and industrial

development, leaving the residents dependent upon low pay service jobs with transnational

companies. He argues that tourism cannot be just an economic activity, but must take into

account welfare issues and be only a part of "the larger social project to achieve basic reforms"

in a poor destination country. (Mendoza, 2008).

Responsible or Ethical Tourism distributes the benefits of tourism fairly to local

populations and does not harm the destination. It is described as a different way of doing tourism

which may be possible only if tourists can look into themselves, recognize the truth, and then

choose to act on that truth, the truth being that love for ourselves and others is healthier than self

interest. Companies that make decisions that are good for their communities, foster trust and

cooperation. If all individuals and organizations, made up of individuals, choose to do that which

is good for others, Responsible Tourism will be one result (Fennell, 2008b).

A study of travel agents in New Zealand found them to be somewhat ethically aware, but

they mostly put their ethics aside and took on all clients and sent them wherever they wished

without concern for the rights of inhabitants of host communities or their purpose for traveling to

a destination (such as sex tourism). The respondents generally held tourists' right of freedom to

travel as inviolable. It is, probably, not reasonable to expect travel agents to take a leading role in

promoting ethical tourism (Lovelock, 2008b).

Most of the travel agents, in the same study, were found to be uninformed about human

rights abuses in many of the destinations they were selling. They tended to believe that ethical

problems were above their understanding and preferred to have policies to follow when faced

with ethical decisions. The policies by the management of their travel agencies were generally

slanted towards increased profits for the agency. Only when tourist agents feared for the safety of

their clients, would they consider making a "moral" choice. The closer the stakeholder was to the

tourist agent determined the level of concern, with clients, agency, agent, being considerably

closer than the population of the host country (Lovelock, 2008a).

Trends, Issues, Challenges (Topic 10)

Six of eleven articles were from academic journals and concerned issues while four were

from trade journals and were about trends. Biotechnologies are processes applied to materials of

biological origin to preserve, protect, or make more useful. The processed food industry is one of

the fastest growing industries worldwide with $20 billion in sales in the U.S. each year. Crops

have been genetically modified to be herbicide resistant in order to sell more pesticides. Thirty

percent of all U.S. corn is converted to ethanol. The amount of corn needed to fill one car tank

with ethanol "would feed a poor Mexican for a year." Biotechnologies can be used to do good or

bad. The human race cannot survive unless leaders make wise, informed decisions that will

manage and utilize scarce resources for the good of humanity rather than for the profit of a few

(Hulse, 2008).

Animals are used in the hospitality and tourism industries for entertainment, food,

transportation, and to be hunted. Zoos, rodeos, circuses, aquariums, dolphins, wild life parks,

safaris, hunting and fishing trips are but a few familiar examples of animal attractions that have

been criticized for abusing animal rights and welfare. Public opinion has changed and considers

the humane treatment of animals to be important. Hospitality and tourism companies that utilize

animals in their operations are warned and encouraged to implement responsible animal

attractions understanding that consumers now prefer natural habitats for animals. Animals must

have some privacy, and their dignity should be maintained. Education on animal welfare and

conservation should be incorporated in any animal-based attractions (Shani & Pizam, 2008).

Mobilizing Hospitality: The Ethics of Social Relations in a Mobile World was positively

reviewed by Lugosi (2008). The book, written for an academic audience, examines the insecurity

and displacement that can occur due to tourism, along with other topics related to the increased

mobility of modern life and how it affects relationships.

Ellis and Rossman (2008) propose a model for staging recreation experiences that

combines technological and artistic performance factors and encourages acceptance of the model

as a means of creating value for guests as well as providing a coherent curricula for university

parks and recreation programs which have been fragmenting into separate specific disciplines

such as sports management or event planning. In well-staged recreation events, guests receive a

desirable emotional or motivational experience, possible transformations, and memories of the

experience.

Sylvester (2008) wrote an impassioned criticism of Ellis and Rossman's proposed model,

noting that the model changes the basis of the field of recreation from public good to individual

pleasure experiences. He argues that pleasure should come from virtue: the pleasure of a job

well-done, volunteering, meeting a challenge, etc. Pleasure alone is not a worthy goal but,

instead, should accompany "the developmental benefits of living well and creatively."

Only occupations that serve the public good first, such as medicine and education, can be

defined as "professions." Changing the focus of recreation from public good to individual

experiences, from social service values to economic gain values, puts market before mission so

recreation management can no longer be called a profession. Sylvester proposes the "experience

of virtue" instead of Ellis and Rossman's experience-concept (Sylvester, 2008).

In another article, Rossman and Ellis addressed Sylvester's criticisms explaining that

between the experience and the sensations resulting in memories, is the engagement of the guest.

The degree of involvement of the guest in the experience, determines the virtue of the

engagement. They contend that their model can be used ethically, however, no model can

guarantee a virtuous outcome because the abilities and values of the participant co-create the

experience (Rossman & Ellis, 2008).

University hospitality programs are increasing and evolving as the industry changes.

Today's students need a strong background in human resources, finance, globalization, green

strategies, technology, and service, and internships are highly recommended (Cannon, 2008).

Trends in menus are towards more healthfulness, globally divers flavors, and socially

ethical which includes more organic and environmentally friendly foods, humanely raised and

slaughtered animals, and sustainability(Menu Trends, 2008). Customers are demanding more

ethically produced foods, and food manufacturers are responding to their desires, taking

sustainability and ethical sourcing seriously (Pendrous, 2008).

Meeting planners are beginning to add an element of community service to many of the

conferences they plan that corresponds to company corporate social responsibility plans. Service

projects can be excellent and meaningful team building experiences and reinforce company core

competencies such as collaboration, communication, adaptability, leadership, and customer

service (Hall, 2008).

Don Fox (2008), CEO of Firehouse of America, LLC, recommends that restaurants hold

on to their regular customers, in these hard economic times, by maintaining the quality of

products and service without downgrading their identity. He believes that it is the loyal

customers who will allow restaurants to weather the storm.

Corporate Responsibility (Topic 11)

Only four articles, all from trade journals, appeared in topic 11 as opposed to ten in 2007.

Carmen Baker was interviewed in two different trade journals after being named to the newly

created position of Vice President of Responsible Business at Carlson Hotels Worldwide. Baker,

the former V.P. of Diversity at Carlson Hotels, has been very familiar with the Carlson Code of

Ethics, the policy of inclusion, and community service through her previous position. The

environmental sustainability piece is new for her but she explained that since it has been a focus

of Carlson Hotels for some time, she sees it as more of an "extension of the Carlson Hotels'

cultural responsibility of doing the right thing" (Katz, 2008; Kirby, 2008).

The Green message was the focus of the 2007 Business Travel Show. The message was

still strong at the 2008 Show, however, the corporate social responsibility issue of health and

safety was more prominent (Tilstone, 2008).

An audit of 150 companies across the wholesale catering supply chain to determine

compliance with their own environmental and ethical policies indicated that over half had not yet

put together environmental and ethical policies. Most did, however, understand that the source of

their products was a very important element to consider when developing corporate social

responsibility plans. Many customers are now desiring locally grown organic foods, and concern

with Fairtrade and animal rights has increased. Ethically sourced products can cost more, but the

industry needs to make the shift to ethically sourced products because it is the right thing to do

(Spellman, 2008).

Green/Sustainable Practices (Topic 12)

Fifteen out of 83 articles (18%) were categorized as about Green/Sustainable Practices.

Only two of the articles were from academic journals, and one of those was an editorial

describing the British Institute of Facilities Management Annual Conference 2008 which was

themed "Sustainable Facilities Management," highlighting such areas as developing people and fair pay, protecting the environment, and building sustainable communities especially as workplaces become more virtual (Pitt, 2008).

The National Recreation and Parks Association held a Summit on Environmental Stewardship which focused on people, parks, and public land and how to empower the population to be part of the environmental changes needed to restore and sustain the public parks and to reconnect people with nature (Speaking sustainably, 2008).

Restaurant chains were warned of the increasing competition of supermarkets and encouraged to follow the lead of the Whole Foods Market's actions on health, fair trade, buying local, animal welfare, and sustainability (Kuhn & Chapman, 2008). Hakkasan, a Chinese restaurant in the U.K., removed Shark fin soup from the menu after being criticized by customers (Good week, 2008).

Six out of ten American customers will choose a restaurant based on its environmental friendliness, according to the National Restaurant Association. Organic, sustainable, and local foods are restaurant customers' biggest concerns, and restaurants need to jump on the sustainable bandwagon now before all their competitors pass them by (LaVecchia, 2008).

Ben & Jerry's successfully utilizes a "Caring Dairy" sustainable farming program and carefully audits its supply chain to meet its carbon neutral goal. Customers appreciate the company's commitment to the environment at no additional cost, which makes Ben & Jerry's a most appealing brand (Wills, 2008). Global Ethics is a not-for-product company that installs PlayPumps, merry-go-rounds that pump water, in rural Africa to provide drinkable water for the surrounding populations (Goose, 2008).

While Sonesta International Hotels Corporation's hotels all strive to "bring the outside
in" with décor and foods that are locally characteristic (Kovacs, 2008), several restaurants are
opening that are eco-friendly and using locally sourced ingredients (Kuhn & Chapman, 2008;
Artizian buys its first pub in London, 2008; Beaumont, 2008). Many new farms are being
designed to grow organic food that can be distributed locally. Farm distribution co-ops and
community-supported agriculture are good for local economies. The increasing demand for local
and sustainable food means a need for more sustainable farms, dairies, and poultry and livestock
operations, along with educating a new generation of farmers into sustainable practices (Plowing
toward utopia, 2008).

The Travelife Sustainability System helps hotels and suppliers to improve their
sustainability performance and then bestows awards for socially and environmentally responsible
practices (FTO's sustainability scheme attracts 1,200 suppliers, 2008). The food distribution
supply chain must also respond to the growing demand for more sustainable food by addressing
issues such as increased fuel and food prices and air freighted food (Pendrous, 2008).

Fairtrade products are grown with organic methods, are more sustainable, and guarantee
Third World farmers fair prices but are more expensive, and in difficult economic times, doing
the right thing is harder for hospitality operators (Wheatley, 2008).

In Ecotourism and the Myth of Indigenous Stewardship, Fennell (2008a) reviews the
literature and argues that indigenous people are no different than any other people and are not
innate conservationists. "People, no matter where and when, have found it difficult to manage
resources in a sustainable way." He concludes that eco tourism cannot erode a conservation ethic
in indigenous people if one does not exist to begin with and suggests that, perhaps, indigenous
ecotourism would be better presented as nature-based tourism.

Conclusion

There was a 51% increase in the number of articles on ethics published in the hospitality journals, from 55 in 2007 to 83 in 2008, and almost half of the articles were on Tourism Ethics and Green/Sustainable Practices. Even though articles were divided into 12 categories, many of the articles in the various categories were actually about Tourism Ethics or Green/Sustainable Practices, such as articles about Codes of Ethics for ethical tourism. Of the 83 articles, 20 had to do with Tourism Ethics and 20 had to do with Green/Sustainable Practices. Forty-eight percent of the 2008 articles were about Tourism Ethics and Green/Sustainable Practices. The Tourism Ethics articles were mostly from academic journals while the Green/Sustainable Practices articles were from trade journals.

Eighteen percent of the articles in 2007 were about Corporate Responsibility (CSR) while only 5% were about CSR in 2008. Green practices and sustainability are often elements of CSR plans, so many of the articles that were categorized as Green/Sustainable Practices were actually part of the larger Corporate Social Responsibility topic.

Since 2000 there had only been five articles on Company Values, until 2008 when there were five articles in one year. There were two articles on Ethics and Leadership when there had been none for 3 years and only four since 2000. The seven articles in the two topics were all from trade journals and focused on the need for management to be trustworthy, to treat employees with respect, and to provide meaningful jobs while helping employees to be their best selves. This focus on positive relationships between workers and management is also an element in many CSR plans.

The differences between the years are easily identified, however, the reasons for the differences are more difficult to discern. The scope of Isbell Hospitality Ethics has traditionally

been limited primarily to the hospitality industry in the United States. The *Hospitality and Tourism Index* was originally published by the hospitality program at Purdue University and indexed approximately 100 academic and trade journals. In the early 2000's EBSCO Host took over publishing the index and indexes approximately 700 journals, both academic and trade, many of which are internationally published. The scope of Isbell Hospitality Ethics' yearly review of articles has widened as the index has changed over the years.

There has been a small but steady increase in articles about ethics appearing in the hospitality journals since 2002 that can, most likely, be attributed to EBSCO Host's much larger data base. That does not, however, explain the 51% increase in articles from 2007 to 2008. (Please see Figure 3.) Sixteen academic or trade journals were added to Figure 1 in 2008, but it is unknown whether those journals, new to this review of 2008, were new to the EBSCO data base which could account for some additional articles.

There has been a change in the articles over the last few years, most obvious in 2008, from concern over the unethical behaviors of individuals in U.S. hospitality and hospitality related operations, to the more global concerns of sustainability for both companies and communities. In the past, Topic 1 (Unethical Actions) was about employees lying, stealing, and cheating. Topic 1 in 2008 was primarily about the negative results of tourism in vacation destinations such as crime, tourist garbage, vandalism, noise, water shortages for residents, child prostitution and abductions, and socio-culture character changes due to tourism.

Distributors and restaurants are encouraged to become more environmentally friendly by providing organic and sustainably produced local food if they are to remain competitive as customers' desires change. Customer concern with fair trade and animal rights has also increased. Even though many companies have either not developed Corporate Social

Responsibility programs or are not yet meeting their CSR goals, most are now aware of the

importance of sustainability issues in the way they are doing business. Codes of conduct or

ethical standards have been adopted by many hospitality and tourism organizations, but are

mostly voluntary and not as effective as they could be if they were mandatory. Ethical

awareness, however, seems to have increased over time.

Figure 1.   Number of Articles in the Twelve Topic Areas

Topic	Content Area	No. of Articles 1990-1999	No. of Articles 2000	No. of Articles 2001	No. of Articles 2002	No. of Articles 2003	No. of Articles 2004	No. of Articles 2005	No. of Articles 2006	No. of Articles 2007	No. of Articles 2008
1	Unethical Actions	27	4	4	8	3	13	8	9	7	10
2	How Ethical Are We?	16	1		3	5	4	2	5	6	2
3	How to do the Right Thing	12		4	4	10	15	8	4	10	11
4	Company Values	6			3			1	1		5
5	Ethics and Leadership	9	1		1	1	1				2
6	Codes of Ethics, the Need for and How to Develop Them	18	1	2	4	10	8	10	2	4	11
7	Ethics for Hospitality Educators	4									1
8	Teaching Ethics	16	1		2	1	1	6	2	2	1
9	Tourism Ethics	6			5	8	9	8	4	4	10
10	Trends, Issues, Challenges				2		2		1	3	11
11	Corporate Responsi-bility (CSR)						1	3	4	10	4
12	Green/									9	15

	Sustainable Practices	*International CHRIE Conference-Refereed Track, Event 18 [2010]*									

Figure 2. The Number and Year of Each Article Written on the Particular Topic for the Particular Journal. **(2008 articles in red)**

Journals *Academic Journals	Topic 1	Topic 2	Topic 3	Topic 4	Topic 5	Topic 6	Topic 7	Topic 8	Topic 9	Topic 10	Topic 11	Topic 12	Totals
Accountancy											07		1
Anatolla: An Int'l Journal of Tourism& Hospitality Research *									06				1
Annals of Tourism Research *						08			93 95 99 03 05 08-1				8
AsiaPacific Journalof Tourism Research *									03				1
Association Meetings	07		08			02							3
Attractions Management			07										1
Australian & New Zealand Wine Industry Journal						08						07	2
Beverage Industry			02										1
Beverage World	07		05									08	3
Bottomline	94	91				91-2 94							6
Business Travel World	04					05							2
Business Week Online			07										1
Canadian									05-2		07	07	6

Journal	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11	Total
Travel Press								07 2008			
Casino Journal			04 05								2
Caterer& Hotelkeeper	04 05 07		07			03-2 05 08			05-2 07	08-3	17
Chain Leader									07		1
Chef Educator Today							05				1
Chef Magazine			05								1
Club Director						03					1
Club Industry			01 01								2
Club Management	01		03			06					3
Consortium Journalof Hospitality& Tourism *	08					07-2	06				5
Consultant *		04									1
Contours	06 08-5		05 06			08	02 03-4 04 06 08				19
Cookingfor Profit				94			94				2
CornellHotel & Restaurant Admin. Quarterly *	06	93 99		02	94 00	92 00	00				9
Corporate Meetings& Incentives		03	03 04 05						07-2	07	8
Cruise Industry News						04					1
Exec.House-keeping Today					02						1
Financial & Insurance			07		08			08			3

Meeting												
FIU Hospitality Review *		92 94 99 02 07	04		97			05 07				9
Food Arts											08	1
Food Engineering											07-2	3
Food Management			92		99	95						3
Food Manufacturer			07			04 05			08		07 08	6
Food Science & Tech. *									08			1
FoodService Director	00					02			08			3
Foodservice & Hospitality											07	1
Foodservice Equipment & Supplies		05		08		03 05						4
Fresh Cup						05-2						3
Fun World				08								1
GamingLaw Review *			04			04						2
Gastronomica	07								07			2
Geographical									04			1
Global Cases on Hospital. Industry												
Gourmet			07									1
Green Hotelier	06					04 07			07		07	5
Hospitality						08				07 08		3
Hospitality& Tourism Educator *					91	92	93	91-2 93 94 96 02				10
Hospitality Education & Research Journal								89				1

*											
Hospitality Law	05-3 06-4		04 06-2 07 08		08							16
Hospitality Research Journal *		92		90			92-2 94	90-3				10
Hosteur			01		95							2
Hotel&Motel Management	90 99		01	08	02						08	6
Hotel& Resort Industry			94		92							2
Hotel Business					04							1
Hotel/Casino /Resort Security					03							1
Hotel/Motel Security Mgmt.	90											1
Hotels				97	92					08		3
HSMAI Marketing Review			96							06		2
Indian Gaming			05									1
Insurance Conference Planner					04							1
Int'lJournalof Contemp. Hospitality Management *		00 02	08		98 99			98 04		08	07	07	10
International Gaming & Wagering Business	96 01		08-1		04 05						06		7
International Journal of Hospitality Management *		04 05 08		90-2 91		97 01		90	92		07		12
Int'lJ.of		07							06				2

Journal											Total
Hospitality & Tourism Admin. *			*International CHRIE Conference-Refereed Track, Event 18 [2010]*								
Int'l.Journal ofTourism Research *								08			1
Journalof Business Ethics *							07				1
Journalof Consumer Marketing *		02		02							2
Journalof Convention &Event Tourism *						08					1
Journalof Convention &Exhibition Management *						03					1
Journalof Culinary Science& Tech. *	08										1
Journalof Ecotourism *						08	04-2 05 06				6
Journalof Foodservice Business Research *					04				06		2
Journalof Foodservice Systems *						91					1
Journalof Hospitality & Tourism	06	97 99	08				98 99-2 05-2 08				12

Education *												
Journal of Hospitality and Tourism Mgmt. *	08											1
Journal of Hospitality & Tourism Research *		06										1
Journal of Human Resources in Hospitality & Tourism *				02								1
Journal of Law, Medicine & Ethics *								07				1
Journal of Park and Recreation Admin. *								08-2				3
Journal of Property Management *		02										1
Journal of Retail & Leisure Property *										08		1
Journal of Service Research *				05								1
Journal of Sustainable Tourism *										08		1
Journal of	06			02 03							31	4

													Total
Teaching in Travel & Tourism *						06							
Journal of Travel Research *					95	93			98				3
Journal of Vacation Marketing									02 03				2
Leisure Management	05		04 08								06		4
Leisure Studies *									08	06			2
Lodging Hospitality	02		03							08			3
Lodging Magazine	00	91		97	98								4
Meeting News	90-2 91-3 92 02-4 03 04		92-2 03-2 04			90 03-2 08							27
Meetings & Conventions	92 93 94 96 07	94 97 04 07	93 98 04-2 05 08			93 01							18
Meetings & Incentive Travel			03			04 05		05					4
Nation's Restaurant News	01 02-3 04-4 05 07	03	92 99 03-2 04-3	02	03	92 93		07		02 04-2 07 08	04	08	35
NightClub & Bar Mag.			08			03		91					3
Onboard Hospitality				08									1
PAII Inkeeping	08												1
Parks & Recreation			07			06						08	3
Pediatrics *	06												1
Pizza Today			08								05		2

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Journal													Total
Restaurant Business	92-2 96 04 05 07												7
Restaurant Hospitality												08	1
Restaurants& Institutions	94		05										2
Restaurants USA	93		92										2
Service Industries Journal *		07		05									2
Ski Area Mgmt.					08								1
Successful Meetings	91 92-2 94 96 97 98 00-2 01 03	92 93 99-2 03 06-2	96-2 02-2 03-2 04 07	08		99 08				02	08		38
Tourism *		04							04-2				4
Tourism& Hospitality Research *	08	07						05					3
Tourism Analysis *		03					08						2
Tourism Culture& Comm. *		06											1
Tourism Geographics *									08				1
Tourism Management *		06				98 07			95				4
Tourism Recreation Research *									03 04 05-2 08-3				9

Tourism Review *		03											1
Tourism Review International *						08			04 08				3
Tourist Attractions & Parks	05			06									2
Travel& Leisure									07				1
TravelTrade Gazette	04	07	04-2 07			05			02-3 05		07 08	08-1	16
Travel Weekly	03 04-4		08			03			04 05				10
Totals	104	46	88	17	15	75	6	36	60	20	24	25	516

Figure 3.   Total Number of Articles on Ethics in Each Year 1990-2008

Year	Number of Articles
1990	13
1991	14
1992	22
1993	11
1994	13
1995	5
1996	8
1997	7
1998	8
1999	13
2000	8
2001	10
2002	32
2003	38
2004	53
2005	46
2006	32
2007	55
2008	83

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