

**Lovelock, B. and Lovelock, K.M. (2013) The Ethics of tourism.  
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The book “The Ethics of Tourism” reflects the modern controversy about what is right and wrong when participating in tourism activities. It is a comprehensive compendium on moral issues related to various aspects of tourism. It is a successful attempt of linking philosophical and religious norms to everyday practice and critically debates over a number of practices and activities.

The book is divided into fourteen chapters which deal with a different topic on tourism and ethics. The first two chapters present a brief outline of the book and the framework of ethics which stems in the ancient philosophy and theological beliefs and has developed through the centuries. Ethical theories such as Intuitionism, Teleology, Utilitarianism, Hedonism, Egoism, Deontology, Golden Rule and Social Contract have been critically discussed. Interesting debates over the cultural relativism is presented. The process of ethical decision making is duly outlined and logically structured.

The third chapter deals with ethical issues related to mobility, border and security procedures. A number of issues have been

raised as per example the inequality of people in terms of mobility, the passports and visas as mechanisms of control and restrictions that some travellers are subjected to due to their nationality and country of origin. Some speculations are made for the future of security control, the use of biometrics and the mobile body scan.

Chapters Four to Eight deal with human rights in general and some specific cases in which the rights of the certain group of people are potentially jeopardized. This section gives a specific and detail account on issues related to medical and sex tourism, tourism and indigenous population and tourism for physically and mentally challenged travellers. The fast development of medical tourism for example provokes a number of ethical concerns for both – hosting destinations and tourist-generating countries. The choice that the contemporary citizen has to use foreign health services poses a potential threat for undermining the health care system in the home country. In the medical destinations on the other hand the inequality in access to quality medical services for tourists and locals could bring forward social tension and disputes.

BOOK REVIEW

In many countries the development of two-tiered system that facilitates the flow of wealth patients into private hospitals and local to the state hospitals has posed a number of problems and medical tourism exacerbates this issue. Other more serious and illegal practices such as organ trafficking are also stimulated by health tourism development.

Sex tourism has long been a subject of many debates moreover it is a very difficult to draw a distinct line between sex tourism and any other form of tourism which main contains romantic affair and sexual consumption. It is generally acknowledge though that prostitution is closely linked to social inequality as the most well-known sex destinations are poor countries and the providers of sex services are economically challenged individuals. In this regard sex tourism presents an exploitation of human dignity and reflects the world social injustice. And if to some extent it is questionable whether commodification of human body is right or wrong, there are no doubts that development of child sex tourism is a hideous practice that should be persecuted and punished as a crime activity. Other illegal activity attributed directly or indirectly to sex tourism is human trafficking, most notably, trafficking of women and children. Number of initiatives has been developed to mitigate the negative aspects of sex tourism. They are outlined and further discussed in the Chapter Six of the book.

The interaction between tourists and the indigenous people is rather fragile and should be handled with care. Otherwise it might lead to physical and cultural harm of the locals, to exploitation and commodification of their heritage, authentic rites and rituals. Other issues related to this subject are slum tourism and pro-poor tourism in which cases it is not evident whether tourists bring good or damage to the societies they interact with.

One of the articles in the UNWTO Code of Ethics proclaims the equal access of all tourists to tourism activities. The special case of disabled tourists is treated in Chapter Eight which discuss the political and legislative environment and some specific issues of how to address the needs of visually, mobility and

mentally impaired tourists. Providing access to natural and heritage sites have been discussed in theory and via practical examples.

Chapters Nine to Eleven move the focus from human rights and interactions with humans to issues arising between tourist and non-human objects and environment such as nature-based tourism, ecotourism, tourism and animals and tourism and its impact on the global climate change. Moral questions of whether or not tourists are entitled to develop an utilitarian approach towards nature are discussed. An interesting debate has been launched on whether ecotourism presents a solution or is in fact a part of the problem. Human interactions with nature have also cultural and historical aspects and cannot be viewed unilaterally. Again the relativism of ethics could explain why something that is considered wrong in the western societies (such as alternation of nature for human purposes) is totally acceptable and even desirable in the eastern cultures. The same controversies are outlined in relation to animals and their use as tourist attractions. Can hunting or fishing tourism which lead to animal suffering and death be regarded as ecological forms of tourism? Are animals exploited in the zoos or in the water park attractions such as Sea World? Should animal rights and animal welfare be considered legally?

Tourism and more specifically the intense growth of international travel could be blamed for the global climate changes because of the harmful emissions of carbon dioxide produced by the aircrafts and road transport vehicles. This could invoke a number of ethical dilemmas whether conscientious tourists should restrain themselves from travelling when possible. Several possible solutions on the problematic have been suggested including technical innovation like biofuels, carbon taxes and reducing volume and demand all leading to so-called "ethical flying".

Chapters Twelve and Thirteen deals with some specific issues related to marketing and human resources management in tourism. The practice show that tourism companies often apply marketing strategies whose ethical value

could be questioned. Those issues range from misleading advertisement to low quality provision of services. Social contract theory is presented as a possible remedy on this problematic. Labour and tourism could also raise a number of ethical concerns. Tourism industry employ almost 9% of the world population (UNWTO 2013) but a great number of those jobs are underpaid and suffer longer working hours and worsen work conditions. Globalisation poses new trends in the industry where tourism and hospitality engage most of the migrant workers. An interesting example is given with the cruise industry which represents the ultimate global labour market, recruiting people without restriction of nationality. Ethical issues are pointed out such as justice and exploitation and fairness of distribution of common goods. The globalization leads to division of two-tier classes – one of the poorly paid transnational workers and other of the wealth middle class consumptive societies coming from the developed countries. The two classes are formed not on the bases of their professional, educational or social status but rather on their nationality.

The last chapter deals with various codes of conducts that have been accepted to address ethics in tourism and to outline the distinction between right or wrong practices. It gives an

account on their origin, history and philosophical basis and discusses whether those codes have practical value or remain in the realm of the wishful thinking. Special attention is attributed to the Global Code of Ethics adopted by World Tourism Organization. The last section of the book summarises the contents and gives some ideas about the future of ethical tourism and ethical tourist.

The book “The Ethics of Tourism” is an important addition towards tourism sustainability theory. It focuses on ethical dilemmas related to the three main pillars of sustainability – economics, nature and society. It gives a comprehensive account of the various problematic and raises contemporary and up-to-date questions over a number of issues. It is philosophical and theoretical grounded but in the same time provides an extensive number of interesting cases that illustrate the practical application of the matter discussed. Most of the examples are developed as case studies with discussion questions at the end, which makes the book a useful tool in the teaching process and class activities. Finally “The Ethics of Tourism” has an inner structure that is easy to follow combined with novelty approach and practical application. It is enjoyable to read and could be appreciated by both academics and more general audience.