

Review of Hospitality Ethics Research in 2002 and 2003

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Purpose

Isbell Hospitality Ethics shares its review and analysis of the ethics articles, appearing in the hospitality journals each year, to facilitate hospitality ethics researchers' individual efforts. The purpose of this paper is to review and analyze the ethics articles which appeared in the hospitality journals in the years 2002 and 2003. Many of the full text reprints of the articles appearing in the hospitality journals in the year 2002 and 2003 are available on the Isbell Hospitality Ethics web site (www2.nau.edu/~clj5Ethics/), along with analysis and articles from 1990 through 2001.

Isbell Hospitality Ethics¹ on-line compendium of hospitality ethics research is designed to foster communication and coordination among hospitality ethics researchers whose work may ultimately improve the ethical status of the hospitality industry.

Method

The new *Hospitality and Tourism Index* was used as the only source of hospitality journals. Seventy articles, pertaining to ethics, from 22 academic journals and 35 magazines were found for the years 2002 and 2003. There were articles from 23 additional journals and magazines indexed in the new *Hospitality and Tourism Index* which accounts for the dramatic increase from 18 articles in 2000 and 2001 to 70 articles in 2002 and 2003. Because the index is new, some of the journals may not be completely indexed.

All but two articles fit easily into the 9 topic areas that emerged during the previous analysis of 117 articles from 1990 to 1999. A new topic area was identified to classify the two articles that did not fit. Topic 10 is Trends, Issues, Challenges.

Description of the Data

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 14-year period. While this paper's focus is on the articles appearing in the years 2002 and 2003, it may be interesting to look at the articles within the context of the previous 12 years.

The distribution of the 70 articles in 2002 and 2003 was somewhat consistent with the distribution over the previous 12 years. Thirteen of the 33 articles written about the first three topics appeared in *Successful Meetings and Meeting News*. Ethical behavior is an on-going topic in the meeting planning industry. There were 14 articles written concerning ethics codes. But the biggest difference occurred in the number of articles that were written about tourism ethics - 13 in 2002 and 2003 when there had only been 6 other articles written about tourism ethics in the previous 12 years.

The Enron, WorldCom, and other corporate scandals were in the news at the time and seemed to be on the minds of many of the authors of the articles written in 2002 and 2003.

Topics

Unethical Actions (Topic 1)

There have been more articles written, over the past 14 years, concerning unethical actions than any of the other topics: 46 out of 202 articles or 23%. Of the 11 articles out of 70 published in 2002 and 2003 (16%) concerning unethical actions, five were from *Meeting News* and one was from *Successful Meetings*.

The convention and visitors bureaus in both Los Angeles and Dallas were questioned about the propriety of their customer-entertainment practices. Money spent on parties, trips, golf, patronage of strip clubs, and wining and dining clients by bureau representatives to attract groups to their cities may not be appropriate or effective. The president of the International Association of Convention and Visitors Bureaus, Michael Gehrisch, said that "bureaus need to pay close attention to how they are spending their money and find quantifiable ways to communicate their value" (Rauch, 2002a; Rauch, 2002b).

FAM (Familiarization) trips have been abused by less than professional planners in the past. FAM trip abuse, however, has recently come under more scrutiny by both planners and hotels with a tightening of qualification processes and closer monitoring of results (Wolff, 2002). Planners know that it is wrong to take a free trip to a property they have no intention of booking. Unfortunately some still do it anyway. (McCann, 2002).

The pharmaceutical industry has spent billions of dollars entertaining doctors. The extent of the industry's unethical business practices came to light, and the U.S. Department of Health and Human Services issued a voluntary compliance guide discouraging drug companies from offering financial incentives to physicians for prescribing their drugs. Many drug companies have come up with their own guidelines that limit how meetings are to be run. Planners have experienced a large drop in the number of meetings and the attendance now that the new guidelines are in place (Welch, 2003).

The managing director of FamilyCare Expo in Texas, Jason Carr, supposedly scheduled shows at convention centers in Florida and Rhode Island, took the booth rental money from exhibitors and never paid the convention centers, so the shows were cancelled and the exhibitors were out the money they paid (Airoldi, 2003).

Two articles appeared in Nation's Restaurant News regarding a lawsuit filed by restaurateurs against a Columbia University School of Business professor. Frank Flynn, Assistant Professor, mailed letters to about 240 restaurants with a bogus food poisoning complaint. Flynn said he was doing research on how restaurateurs responded to such complaints. They responded by filing a \$100 million class-action lawsuit for libel and emotional distress against Flynn and Columbia University (Frumkin, 2002; Elan, 2002).

Excessive executive salaries, accounting practices with reservation trust funds, and collective purchasing power abuse requiring vendor fees or rebates, are other ethical issues that must be examined in the light (Hazard, 2002). Several new travel websites have been accused of using unethical "spidering" to obtain information from other travel websites which can slow down or cause the competitor site to crash (Dennis, 2003).

While the lodging industry has not been involved in any of the reported scandals, it has become increasingly obvious that the integrity of a company is its most valuable asset. It is not enough to follow the letter of the law. Industry leaders must demonstrate character, courage, and integrity and condemn legal practices that are unethical (Hazard, 2002). Greed caused the corporate scandals that were in the news. Executives' reputations

have suffered as a result and must be rebuilt. This can only happen if ego and blind ambition are put aside and ethical business behavior is embraced (Elan, 2002).

How Ethical Are We? (Topic 2)

Four of the eight articles in the second topic, How Ethical Are We? were published in academic journals and reported results from various surveys. Results of two other surveys were reported in *Successful Meetings* and *Nation's Restaurant News*.

Several meeting industry leaders noted that there is a greater awareness of ethics among meeting planners, and that the CEOs must be "chief ethical officers," but are finding that not much is happening besides talk. Many organizations either have no ethics codes or have ethics codes that are vague and useless. Planners want to do the right thing but are often offered personal incentives they would rather not have. Some planners feel that personal ethics are far more important than organization mandated codes, but realize that it is easy to rationalize unethical behavior. They all agree that professionals must be ethical (Rowe, 2003).

What is ethical, however, is often times a matter of personal conviction. In a survey of 126 meeting professionals 60% thought it was ethical to accept gifts from suppliers, and 25% thought it was ethical to allow gifts from vendors to influence their choices (Chapman, 2003). In a survey of 426 human-resources professionals, respondents agreed that ethical behavior was not rewarded in businesses today. They said they saw fewer unethical incidents but all felt more pressure to compromise company ethical standards (News Digest, 2003).

Five hundred and eighty five Australian students (potential hospitality industry workers) indicated in a survey that trust was the most important factor in management/employee relationships. Students believed that showing initiative and acting responsibly were more important than efficiency and hard work. Work stress may be a result of differing perceptions between workers and management in the areas of efficiency, reliability, initiative, and hard work (Ross, 2003a).

Another study of 493 Australian students indicated that there was a high level of interest in hospitality careers. While the students regarded themselves as at least as friendly as other hospitality workers, they felt that tourists wanted more help than they were willing to give them (Ross, 2003b).

A study by Sheperd, Tsalikis, and Seaton found that there is little difference in the ethical perceptions of Hispanic-Americans and Anglos. Businesses should know that it is not easier to cheat Hispanics than Anglos (2002). Four hundred and two Hong Kong hospitality students responding to a questionnaire, indicated a higher level of internal personal integrity and less concern for external rules and regulations. The researchers suggested priority be given to teaching business ethics with an emphasis on the need for following external rules such as employment laws concerning discrimination, bribery, and corruption (Yeung, Wong, & Chan, 2002).

In a literature review and analysis of 55 articles written in hospitality journals from 1990 to 1999 in the topic areas of unethical actions, ethical identify, and making ethical choices, the results suggested that "the degree of ethical awareness has been measured and found lacking," and that hospitality programs must integrate a thoroughly planned ethics component, utilizing a case study, into each required course (Jaszay, 2002).

How to do the Right Thing (Topic 3)

Fourteen articles out of 70 (20%) were categorized under Topic 3. More articles were written about Topic 3 than any of the other topic areas except for Topic 9 (Tourism Ethics), a topic area that is expanding rapidly and outside the scope of this paper. Eight of the 14 articles appeared in various publications of the meeting planning industry.

Judy Allen's new book, *Event Planning: Ethics and Etiquette*, " was favorably reviewed in three of the meeting planning publications (Book-look, 2003; Book Review, 2003; Mind your P's and Q's, 2003). Maintaining ethical behavior is harder when hotels offer personal incentives for booking meetings. Because meeting planning professionals are so sensitive to the abuse issue, some of the hotel chains, such as Hyatt, are responding by offering incentives that benefit the associations booking the meetings rather than the individual planners. Other hotel chains are allowing planners to choose from an array of incentives that are either personal or that can be applied to enhance the meeting they are booking (Iommazzo, 2003).

U.S. workers have lost faith in the management of corporations in light of the recent scandals. This lack of trust can have a negative effect on productivity and growth and must be addressed. It has been suggested that the solution may involve meetings with management and employees where senior management become more visible and accessible, reassuring, honestly answering questions, and opening channels of communication (McMaster, 2002).

Meeting planners are encouraged to bring "appropriate attention to sound ethical practices and high standards of corporate conduct" by conducting themselves professionally and adhering to codes of ethics. They can hold industry conferences where best practices are discussed and ways of avoiding ethical problems are shared. Community can be built that supports the efforts of professionals to behave ethically and where trust can be established and nurtured (Darcy, 2003).

Ethical decision making can be enhanced when company cultures have ethical beliefs and guidelines that are shared by everyone. The guidelines can be made explicit in an ethics code that management and employees together develop that truly expresses the culture. The leaders must model the expected behavior, and expectations must be communicated to all employees. Ethical issues must be discussed, and ethical behavior rewarded (Coughlan, 2003). It is the behavior of the people at the top that determines whether or not an ethical culture will permeate the company (Corporate Ethics, 2003).

Business is about relationships and successful long-term relationships are the result of using professional and methodical approaches to negotiate sales in ethical ways. Ethical negotiators must understand customers and their needs and plan strategies that can "move the discussion in a favorable direction without resorting to manipulative ploys (Skinner, 2002). It is important to follow through with small as well as large promises (McCarthy, 2003).

Employee loyalty is built by managers who value their employees and create a workplace where they are involved in the business, enjoy their fellow workers, and feel a sense of community (Garber, 2003). Business practices can be legal but not ethical. Unethical business practices break down trust and destroy community. Managers can ask themselves whether what they are considering is legal and also if it is in line with any professional codes that apply. They can ask if it is fair to all stakeholders, whether they

would want everyone to know, and whether they would want all their employees doing the same thing (Earth, 2003).

Certified public accountants who belong to AICPA agree to "accept the obligation to act in a way that will serve the public interest, honor the public trust and demonstrate commitment to professionalism." Large public companies are required to have their financial statements audited. Accounting firms must have no financial interest in the companies they audit (Roulac, 2002). Economic stability is threatened by the unethical conduct of the business community. It is important to carefully screen management candidates and then develop them so that quality management is the outcome (Bachmann, 2002).

Company Values (Topic 4)

Three articles were categorized in Topic 4. It was reported that Ecolab Inc. was named one of the "100 Best Corporate Citizens" in America by Business Ethics Magazine. The chairman, chief executive and president of Ecolab, Allan Schuman said, "We are committed to acting with the highest level of integrity and responsibility in all of our business dealings," and he appreciated the recognition of his company (Ecolab Named, 2002).

Ethical business dealings have been shown, through research, to be financially rewarding. The integrity of managers positively affects hotel profits and when combined with strong management/employee relationships, workers tend to be more fully engaged in their work and turnover is reduced (Enz, 2002b).

Geoffrey P. Lantos argued that it is not ethical for publicly held corporations to give money or assets to any community needs unless it financially benefits the corporation. While companies may not in any way harm the community or individuals, altruistic corporate social responsibility is only appropriate for privately held companies. Strategic corporate social responsibility, however, involves "caring corporate community service activities that accomplish strategic business goals," and is ethical (Lantos, 2002). [This was an excellent article that, unfortunately, was not granted permission to reprint. It can, however, be found at [www.emeraldinsight.com/0736-3761 .htm.](http://www.emeraldinsight.com/0736-3761.htm)]

Ethics and Leadership (Topic 5)

Two articles were categorized in Topic 5, one describing the characteristics of a good leader and the other identifying S. Truert Cathy, the founder of Chick-fil-A, as an outstanding leader. Leaders, according to Hazel Reese, must have respect for employees and themselves. They must be good citizens, imaginative, strong, courageous, caring, compassionate, kind, loyal, trustworthy, honest, truthful, and forgiving (Reese, 2002).

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

Fourteen out of 70 articles (20%), 4 in 2002 and 10 in 2003, from 12 publications were categorized in Topic 6. When ethics codes match the values of the company, are communicated adequately, modeled by management, and ethical behavior rewarded, a shared ethic is more likely to result. A common value system within an organization influences decisions and behaviors that are more consistent with the objectives of the organization. A well thought out and well implemented ethics code can reduce ethical dilemmas and result in fewer management problems (Jaszay, 2002).

The Code of Responsible Practices by the Distilled Spirits Council increased the required adult audience advertising percentage from 59 to 70%. The Federal Trade Commission called the self-regulatory measures rigorous and effective (Industry News, 2003). The American Gaming Association adopted a code of conduct to reduce problem and underage gambling and excessive drinking (New Gaming, 2003). The International Society of Hospitality Purchasers reaffirmed their code of ethics' key principle of integrity in all business relationships between clients and purchasing agents (News Briefs, 2002).

A bill proposed in Congress would disallow federal agencies from issuing contracts to contractors (including foodservice contractors) who do not behave with integrity and have poor records of compliance with tax, labor, environmental, antitrust, and consumer protection laws (New Rules, 2002). Codes of ethics are useful in the self-regulating British franchise industry (McCubbin, 2003), and contract caterers in Britain are calling for a code of conduct to reduce problems when contract changeovers occur (Contractors Call for, 2003). Professional foodservice consultants have years of experience, adhere to a code of conduct, look out for their clients' interests, and can provide necessary expertise that pays off over the long run (Drain, 2003).

The Pharmaceutical Research and manufacturers of America developed a voluntary Code on Interactions with Healthcare Professions to hold off possible mandatory Congressional controls as a result of the media and public call for accountability for pharmaceutical company expenditures to influence doctors to prescribe their drugs (Pelletier, 2002). The new voluntary code prohibits gifts valued over \$100, trips to resorts and spas, theater and sports tickets, and most entertainment or recreational activities (Airoldi, 2003).

The International Association of Convention and Visitors Bureaus developed a Standards of Conduct to help bureaus avoid the spending and accounting problems of the recent past (Rauch, 2003). More events today are managed by professionals because the industry has become more complex. A study of 147 professional event management associations identified ten goals and objectives they displayed which included developing ethical business standards and practices. Many of the associations have codes of ethics that members are required to accept (Arcodia, 2003). The American Society of Travel Agents (ASTA) added a code of ethics to its Tour Operator Program (Cogswell, 2003)

The recent corporate bankruptcies and scandals were, in part, a result of personal interests of those in control, put above the interests of shareholders. The need for ethical oversight is the lesson that club managers can learn from the scandals. Ethics codes can help board members and management to avoid conflicts of interest and to keep the focus on protecting the assets of the organization and acting in good faith and in the best interest of the organization Fortin, 2003).

Ethics for Hospitality Educators (Topic 7): no articles

Teaching Ethics (Topic 8)

Three articles in academic journals were categorized in Topic 8. One article presented survey results of 520 Hong Kong hospitality students who ranked 39 ethical issues in terms of their perceived importance which were then reduced into a set of underlying factors such as company and employee fraud, employees' integrity, social

conscience, environmental protection, employees' privacy and rights, consumer protection and employees' personal advantage. Educators should use the results of this study to understand students' ethical orientation to better be able to plan curriculums that are of interest and address students' weaknesses (Yeung & Pine, 2003).

Another study surveyed 242 CHRIE educators as to their perceptions of business ethics in hospitality curriculums and in the hospitality industry, and also to find if demographics influenced their perceptions about business ethics. The educators agreed that ethical business practices are important, and that ethics should be included in hospitality curriculums, and ethics education is good for students. While all of the surveyed educators agreed that ethics instruction is important, females were more concerned, as were educators in two-year college programs. Educators in graduate degree granting programs were the least concerned (Lin, Martin, & Cobanoglu, 2002).

The third article was about how to teach ethics in hospitality programs and provided a pedagogical model, a sample lesson plan, and a philosophical justification for using the utility theory of John Stuart Mill as the most practical and useful way of teaching ethics to hospitality students (Jaszay, 2002).

Tourism Ethics (Topic 9)

Thirteen articles were categorized in Topic 9. Twelve of the articles appeared in the publications that were added with the new *Hospitality and Tourism Index*. The thirteen articles could be sub-categorized into topics such as responsible and sustainable development, ethical tourism as a market segment, tourism codes of ethics, development questions and controversies, and so forth. The area of tourism ethics is beyond the scope of Isbell Hospitality Ethics at this time. It is of great importance, however, and we will continue to include the articles that we are permitted to reprint. A brief summary follows.

Tourism is the largest industry in the world. A recent survey indicated that 59% of tourists would be willing to pay more for "ethical" holidays - those where environmentally responsible business practices are incorporated (Weeden, 2002). Other surveys have found that tourists are interested in environmental and social responsibility issues and are also interested in ethical holidays (Kalisch, 2002; Clients back, 2002). If two vacations are similar, consumers may choose the vacation that is ethical, thus ethical holidays may provide a competitive edge (Goodwin & Francis, 2003). Noel Josephides disagrees with the findings of the surveys and believes customers want lovely vacations at the best prices and really do not care how that happens (Josephides, 2002).

The Global Code of Ethics for Tourism adopted in 1999 by the World Tourism Organization was criticized for not adequately upholding the rights of the marginalized and oppressed peoples in developing countries where tourism is growing (Sreekumar, 2003). Most tourism stakeholders, however, show little interest in a new environmental ethic that would place equal value on the rights of nature and people (Holden, 2003).

The negative impacts of tourism on society and communities was recognized on "Contour Sunday" with a theme of Tourism for Justice, Peace and Creation (Contour Sunday, 2003). The ethical ramifications of possibly legalizing sex tourism (prostitution) were discussed in one article. The sex industry may support tourism with large contributions to the economy, however, the social cost is too high (Spillane, 2002). A Code of Conduct for the Protection of Children against Sexual Exploitation in Travel and Tourism was implemented in Sweden, Germany, Austria, Italy, the Netherlands, the

United Kingdom, Denmark, Finland, Norway, and in some 20 countries in Asia, Latin America, Africa, and Eastern Europe (Karlen, 2003).

The People's Charter for Sustainable Tourism sets guidelines for tourism in Kumarakom (Broad Guidelines, 2003). A research study concluded that the social costs would greatly outweigh the questionable benefits of establishing casinos in Penghu, Taiwan (Kuo, 2003). Another study addressed issues that must be considered for continued tourism development in the Mekong River Basin (Theerapappisit, 2003).

Trends, Issues, Challenges (Topic 10)

There were two articles that did not quite fit in the established nine categories, so a tenth category was identified. The accounting industry is challenged to make sure the accounting practices Arthur Anderson followed that contributed to Enron's bankruptcy and the resulting scandal, are changed and standards raised. The accounting associations will need to educate their members as to the new rules and expectations (Alonzo, 2002).

Among the issues affecting restaurants identified by a panel made up of foodservice-industry experts addressing the American Culinary Federation convention, were the economic slowdown, food/health issues, and ethical concerns of customers about the environment and sustainable cuisine (Thorn, 2002).

Conclusion

There is growing concern, particularly in light of the corporate scandals of 2003, about ethics and how to incorporate ethics into everyday business practices, as evidenced by the 70 articles appearing in the hospitality journals in 2002 and 2003. The meeting planning industry, as consistent with the previous 12 years, had more articles, 21 articles in 7 meeting planning publications (30% of the total articles), than any other segment of the hospitality industry.

There does appear to be positive movement from simply identifying ethical problems to discussing ways and presenting strategies for improving ethical behavior. There was an increase in the number of articles about ethics codes having been implemented in various segments of the industry.

It is obvious from the number and level of the articles published about tourism ethics, that this is a field that is expanding and growing in importance, although it is beyond the scope of Isbell Hospitality Ethics at this time.

There is general agreement in the literature that ethics should be taught in hospitality management programs and that instructional materials need to be developed. We at Isbell Hospitality Ethics have taken this charge seriously and have recently made available *Ethical Decision Making for the Hospitality Industry* with the accompanying *Curriculum for Hospitality Ethics*, a textbook and integrated curriculum for teaching ethics in hospitality programs. (Jaszay & Dunk, Prentice Hall, 2006)

Our next task, at Isbell Hospitality Ethics, will be to design ethics training programs for hotels and restaurants that can be easily implemented in hospitality operations to meet the need, as recognized in the literature, for high quality ethics training in the workplace.

Figure 1. Number of Articles in the Ten 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
1	Unethical Actions	27	4	4	8	3
2	How Ethical Are We?	16	1		3	5
3	How to do the Right Thing	12		4	4	10
4	Company Values	6			3	
5	Ethics and Leadership	9	1		1	1
6	Codes of Ethics, the Need for and How to Develop Them	19	1	2	4	10
7	Ethics for Hospitality Educators	4				
8	Teaching Ethics	16	1		2	1
9	Tourism Ethics	6			5	8
10	Trends, Issues, Challenges				2	

Figure 2. The Number and Year of Each Article Written on the Particular Topic for the Particular Journal. (Year 2002-2003 articles appear in bold red.)

Journal	»H W C H	<S IU *a H	f> j> *C H	rt ^W *a H	»D ^W *a H	\G O *a H	r- *a H	oo O CU H	9\ Ck H	O W M O H	m B O H
Successful Meetings	91 92-2 94 96 97 98 00-2 01 03	92 93 99-2 03	96-2 02-2 03-2			99				02	24
Meetings & Conventions	92 93 94 96	94 97	93 98			93 01					10
Hospitality & Tourism Educator *					91	92	93	91-2 93 94 96 02			9
Hospitality Research Journal *		92		90			92-2 94	90-3			8
Meeting News	90-2 91-3 92 02-4 03		92-2 03-2			90 03-2					18
Cornell Hotel & Restaurant Administration Quarterly *		93 99		02	94 00	92 00		00			8
International Journal of Hospitality Management				90-2 91		97 01		90	92		7

*											
Journal of Hospitality & Tourism Education *		97 99						98 99-2			5
Bottomline	94	91				91-2 94					5
FIU Hospitality Review *		92 94 99 02			97						5
Nation's Restaurant News	01 02-3	03	92 99 03-2	02	03	92 93				02	14
Annals of Tourism Research *									93 95 99 03		4
Food Management			92		99	95					3
Int'l Journal of Contemporary Hospitality Management *		00 02			98 99			98			5
Journal of Travel Research *					95	93			98		3
Restaurant Business	92-2 96										3
Hotel & Motel Management	90 99		01			02					4
Hotel & Resort Industry			94			92					2
Hotels					97	92					2
International Gaming & Wagering Business	96 01										2
Lodging Magazine	00	91		97	98						4
Club Industry			01 01								2
Restaurants USA	93		92								2
Tourism Management *						98			95		2
Cooking for Profit				94				94			2
Hospitality Education & Research Journal *								89			1
Hosteur			01			95					2
Hotel/Motel Security Mgmt.	90										1
HSMIA Marketing Review			96								1
Journal of Foodservice Systems *						91					1
Club Management	01		03								2
Night Club & Bar Magazine						03		91			2
Restaurants & Institutions	94										1
FoodService Director	00					02					2

Asia Pacific Journal of Tourism Research *									03		1
Association Meetings						02					1
Beverage Industry			02								1
Caterer & Hotelkeeper						03-2					2
Club Director						03					1
Contours *									02 03-4		5
Corporate Meetings & Incentives		03	03								2
Executive Housekeeping Today					02						1
Foodservice Equipment & Supplies						03					1
Hotel/Casino/Resort Security						03					1
Journal of Consumer Marketing *		02		02							2
Journal of Convention & Exhibition Management *						03					1
Journal of Human Resources in Hospitality & Tourism *						02					1
Journal of Property Management *			02								1
Journal of Teaching in Travel & Tourism *								02 03			2
Journal of Vacation Marketing									02 03		2
Lodging Hospitality	02		03								2
Meetings & Incentive Travel			03								1
Tourism Analysis *		03									1
Tourism Recreation Research *									03		1
Tourism Review *		03									1
Travel Trade Gazette									02-3		3
Travel Weekly	03					03					2
Totals	46	25	30	9	12	35	4	20	19	2	202

Figure 3. Total Number of Articles on Ethics in Each Year 1990-2003

<u>Year</u>	<u>Number of Articles</u>
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

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