Review of Hospitality Ethics Research in 2004 and 2005

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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 2004 and 2005. Some of the full text reprints of the articles appearing in the hospitality journals in the year 2004 and 2005 are available on the Isbell Hospitality Ethics web site (www2.nau.edu/~clj5/Ethics/), along with analyses and articles from 1990 through 2003. [Author's note: Each year more journals are published by Sage, Hawthorn, Emerald, Blackwell, and Elsevier, none of which allow full text reprints on this web site.]

Isbell Hospitality Ethics' 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 *Hospitality and Tourism Index* was used as the main source of hospitality journals. One hundred articles, pertaining to ethics, from 31 academic journals and 53 magazines, were found for the years 2004 and 2005. There were articles from 27 additional journals and magazines indexed in the *Hospitality and Tourism Index* in this time period. All but four articles fit easily into the 10 topic areas that emerged during the previous analyses of articles from 1990 to 2003. The four remaining articles were on Corporate Responsibility, which became the new topic area 11.

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 16-year period. While this paper's focus is on the articles appearing in the years 2004 and 2005, it may be interesting to look at the articles within the context of the previous 14 years.

The distribution of the 100 articles in 2004 and 2005 was somewhat consistent with the distribution over the previous 16 years. Seven of the 50 articles written about the first three topics appeared in Successful Meetings, Meetings & Conventions and Meeting News. Ethical behavior is an on-going topic in the meeting planning industry. The biggest difference occurred in the number of articles that were written about teaching ethics. From 2000 through 2004, five articles on teaching ethics appeared in the hospitality journals. In 2005 alone, six articles were on teaching ethics. Corporate Responsibility had four articles and needed a new topic area.

Topics

Unethical Actions (Topic 1)

There have been more articles written, over the past 16 years, concerning unethical actions than any of the other topics: 67 out of 302 articles or 22%. In the past three years, however, there have been far more articles written about How to do the Right Thing (Topic 3 – 33 articles) than simply identifying Unethical Actions (24 articles). It is

also interesting to note that none of the articles identifying Unethical Actions have ever appeared in any of the academic journals analyzed here since 1990. Most of the Topic 1 articles appeared in meeting industry publications and newspaper type publications such as Nation's Restaurant News.

The 21 articles in Topic 1 can be subdivided into three categories: unethical actions, discrimination, and bad behavior. The editor's of Nation's Restaurant News devoted much of the May 24, 2004 issue to what they called, "The 7 Cardinal Sins of Foodservice." Discriminating, having unsafe conditions, hiring illegal immigrants, overserving alcohol, serving unsafe food, sexually harassing employees, and stealing are not only morally wrong, but can hurt profits (Koteff, 2004).

Twelve million foodservice workers in the U.S. on average are stealing between $218 and $500 each per year which costs the foodservice industry billions of dollars (Garber & Walkup, 2004). Foodservice worker theft includes not paying for food and drinks, not charging family and friends for food and drinks, credit card fraud, and pocketing money that should have been put in the cash register (Garber & Walkup, 2004). Some operators have noticed that cash shortages seem to correlate with drug use and are instituting drug-free workplace programs. Cameras, night security guards, locked storage, and zero tolerance for theft have been utilized to reduce theft. Making careful hiring selections, reducing turnover, and providing good benefit packages may also help to deter theft (Garber & Walkup, 2004).

Suppliers who do business at trade shows without paying for booth space have been criticized for cheating buyers and other exhibiters who did pay for space (Sjolander, 2005). Contracts between meeting planners and hotels may often be legally broken, but both parties are asked to consider whether it is really ethically sound to take advantage of each other (McCann, 2004b).

The EEOC charged approximately 1200 foodservice employers with sexual harassment between 2000 and 2004, although the scope may be much larger (Berta, D. & Liddle, A. J., 2004). Over half of the 12 million foodservice employees are single and under the age of 30. Those demographics combined with late nights, party atmospheres, close environs, high stress, and lack of effective sexual harassment training programs make sexual harassment a constant problem in restaurants (Berta, D. & Liddle, A. J., 2004).

Pizza of Florida Inc. paid $225,000, Rare Hospitality International Inc., Atlanta, paid $200,000, JB's Family Restaurants, Salt Lake City, paid $400,000, Pepe's Mexican Restaurant, Indiana, paid $90,000, and Rio Bravo Restaurant, Florida, paid $50,000 in settlements of EEOC cases (Berta, D. & Liddle, A. J., 2004). A defunct restaurant near Memphis settled a sexual harassment claim for $50,000 (EEOC, restaurant, 2005), and a Burger King owner in Milwaukee was charged with sexual harassment and could have to pay up to $300,000 (Burger joint, 2005). It is essential for managers to be trained to stop sexual harassment and employees must have a reporting process (Berta, D. & Liddle, A. J., 2004).

Cracker Barrel was sued by the EEOC for sexual and racial harassment in Illinois (Cracker Barrel, 2004). Employers are responsible for the behavior of their supervisors and should monitor supervisors' performance to avoid legal action (Restaurant manager, 2005). Beyond sexual harassment is child sex tourism where hotel chains and tourist boards ignore it to avoid losing business (Industry 'turns, 2004). The four largest tour

operators in the UK were the target of a campaign to force them to improve the working conditions of service workers in their featured resorts and hotels (Thomas, S., 2004b).

Concern for the humane treatment of geese and chickens served in restaurants was expressed. McDonalds is said to be investigating slaughtering by gas, but Wendy's and Applebee's shareholders voted to stay with electrical stunning before throat cutting or immersion in boiling water (Applebee's shareholders, 2005).

Bad behavior when attending conferences is common, and alcohol is often involved (Churchill, D., 2004). Bad behavior by employees, however, can cost restaurants millions of dollars. A study indicated that almost a quarter of restaurant workers admitted contaminating food, stealing, using drugs on the job, and/or sexually harassing co-workers and guests (Berta, D. & Liddle, A. J., 2004). Bitterwaitress.com posts the names of bad tippers and serves as a public venting forum for upset servers. It has been criticized as mean-spirited by the Nation's Restaurant News Editorial Board (Allen, R. L., et al., 2005).

The public was warned that many gyms were using unethical sales strategies and that they should beware (The fitness industry, 2005). Another example of trickery occurs when restaurant customers are not informed when service charges are added to the bill so they do unknowingly tip twice (Mutch, F., 2004). Rivalry between some companies can be mean and negative (Huxley, 2004; Thomas, 2004c).

Possible legal or ethical improprieties were being investigated by the U.S. Treasury Department concerning lobbying efforts for United Airlines that may have involved attempts to pressure the Air Transportation Stabilization Board's review of United's three loan applications (Luzadder, D., 2004).

How Ethical Are We? (Topic 2)

Two of the five articles in the second topic, How Ethical Are We? were published in academic journals and reported results from surveying students. Students, in one study, indicated a lack of trust in management to make ethical decisions for any reason beyond protecting the image of the operation (Ross, 2004c). This paper won the "International Journal of Hospitality Management Prize for Best Paper 2004 (O'Connor, J. & Pizam, A., 2005).

Another survey reported a comparison of students', from Australia, Singapore, Taiwan, and the U.S., responses to ethical dilemmas they might confront as tourists. The Western students' responses indicated they would behave more ethically as tourists than the Asian students. These results did not validate the held idea that the more collectivist oriented Asians would be more concerned with how their behaviors would affect the cultures they were visiting (Litvin, S. W., Tan, P. K, Tay, J. P., & Aplin, K., 2004).

The students in the two surveys are the future tourists and also the future hospitality managers. Their attitudes will determine whether or not tourism will actually increase understanding and respect between cultures or, perhaps, cause further alienation. Ethics instruction in tourism programs can effectively elevate ethical standards of all involved (Litvin, S. W., Tan, P.K., Tay, J.P., & Aplin, K., 2004). The lack of trust of management's ethical motivation may be due to lack of understanding of the complexity of the particular situations which could be enhanced through ethics instruction using case studies (Ross, 2004c).

Travel managers and suppliers, in a survey, were found to know their company ethical rules but tended to think that everyone, other than themselves, did not always follow them (Pfenning, 2004). Foodservice Equipment & Supplies recognized the top achievers who conducted business ethically and noted that all of the honorees gave credit to people who have been of help to them over the years (Carbonara, J., 2005).

How to do the Right Thing (Topic 3)

Twenty-three articles out of 100 (23%) were categorized under Topic 3. More articles were written about Topic 3 than any of the other topic areas. Three of the articles appeared in academic journals, 5 appeared in various publications of the meeting planning industry, while the remaining 15 appeared across the list of trade journals and newspapers.

Ethics codes are addressed primarily in Topic 6, however, to be able to do the right thing, it is necessary for all involved to know what the right thing is. The American Gaming Association created a code of conduct for its members stressing training for all employees in responsible alcohol service and responsible gaming and is providing training support and tools (Fahrenkopf, 2004). All casino employees, including management, must be held accountable for behaving ethically. Acceptable behavior should be spelled out in an ethics policy, and only people who have personal value systems consistent with the policy should be hired (Coburn, C., 2005). Having recognized ethical operational standards in sports clubs in the U.K. can improve quality and help to attract and retain members (New Sport England, 2004).

The New York Racing Association, the non-profit organization which conducts thoroughbred racing in New York State, has been the target of numerous criminal and civil investigations. Former New York City Mayor Rudy Giuliani said that organizations must be accountable, and openness to public scrutiny results in better performance. He said that the principles of accountability, transparency, and responsibility, which he successfully applied to New York City, should be applied to the NYRA (Liebman, B. (2004).

Several articles suggest that transparency, openness, or full disclosure can alleviate many problems. Four Convention & Visitors Bureaus in 2003 were involved in scandals that could have been avoided had they understood how the business climate has changed and adhered to a code of ethics acceptable to tax payers whose money, in part, supports their organizations – full disclosure being the best policy (Grimaldi, L., 2004).

Existing codes of conduct may need to be clarified as to what behaviors are acceptable, shining light on the grey areas. The Foodservice Consultants Society International's Code of Conduct specifies that its members work for and are paid by the client, not the supplier. Full disclosure to clients can neutralize any perceptions of conflict of interest (Riell, H., 2004).

Some hotels legally comply with the Americans with Disabilities Act, but 50 million disabled Americans would double the $13.6 billion they spend on travel each year if their special needs were more graciously met (Group pushes for, 2004). Failure to keep food safe in restaurants can result in illness and/or death of customers. Mandated food safety education in 17 states, more food safety inspectors, and increased food safety awareness may be responsible for a reduction in restaurant-associated foodborne disease since 1996 (Duecy, E. & Barrier, B., 2004). Productivity crimes where restaurant workers

intentionally contaminate or serve contaminated food, are another costly issue. Restaurants are extremely complex businesses and require a constant commitment in every area of the operation (Duecy, E. & Barrier, B., 2004).

Workplace violence, whether it be from a disgruntled employee, a terrorist, or a criminal, requires operators to have crisis management plans in place to be able to deal effectively with possible resulting injuries, damage, or deaths. Management needs to be trained to recognize potential problems, particularly with troubled employees, and how to handle them (Prewitt, M., 2004).

British Airways and American Express agreed to drop legal claims, but British Airways will not accept Amex cards for corporate net fares, because they want complete transparency without any hidden charges (Dispute over Amex, 2004).

Although the World Tourism Organization has a code of ethics, tourism can still be exploitive and abusive to people and cultures. Because it is naïve to believe the industry will correct itself, public scrutiny and concern must pressure governments and the industry to adhere to the code of ethics (Solomon, R., 2005).

More companies are providing ethics training in order to reduce the risk of bad decisions resulting in problems that could have been avoided (Kovaleski, 2004; Vatner, J., 2004). While the meeting industry has increased ethics training, the recent difficult business climate coupled with technology advances has made more grey areas in event planning. With smaller budgets available, planners have felt pressured to be less ethical with suppliers to save money and keep their jobs. Selling attendees' electronically collected personal data and accepting gifts and incentives for bringing a party to a property are other planner temptations. Complete disclosure of business dealings to bosses and clients along with on-going ethics training can support better practices (Carey, R., 2004).

Applebee's, Aramark, Cracker Barrel, Old Country Store, Joe's Stone Crab, McDonald's, Palm Restaurant, and Ruby Tuesday are some of the restaurants that have been fined for discrimination. Most of the above mentioned companies have incorporated and/or improved training to change the company culture into one that makes any discriminatory behavior unacceptable (Spector, A. & Lockyer, S. E., 2004).

Tennessee was among the states with the most alcohol related deaths and had a poor record of controlling drinking and driving, particularly involving minors. University of Tennessee instructors developed an alcohol awareness program for service management students (hotel/restaurant and retail/consumer mgmt.) because the influence of alcohol can be deadly and many of their students would be managing restaurants that serve alcohol (Pfaffenberg, C. J., 2004).

McCann (2004a) says that it is essential for planners to appear to be ethical and professional and to care for the attendees. He encourages planners to really consider their personal beliefs and only choose jobs that match them. Striving for excellence requires training, work, and discipline (Jarman, A. 2005), so a good match between the person, the job, and the work place makes it easier.

Coke Consolidated chairman Frank Harrison runs a very innovative and successful bottling company. He attributes the success to strong relationships in the company that are developed by everyone living the values of honesty, integrity, and trust. The culture must value the relationships and is nurtured through talking about the

important values, by management modeling the values, and then reinforced with incentives and feedback (Foote, A., 2005).

Improving workplace ethics will make individuals better managers or employees. Following rules such as avoiding conflicts of interest, admitting mistakes, asking for help, giving credit when due, and so forth, increases personal credibility with fellow workers and supervisors. Bad behavior, such as gossiping or undervaluing colleagues, tends to backfire and hurt the perpetrator more than the target (Felsher, L. M., 2005).

It's good business to behave ethically. Turnover can be reduced by respecting employees with good wages, benefits, and treatment. Do no harm, make things better, respect other, and be fair and compassionate are the principles columnist Bruce Weinstein says will result in increased profits (Hume, S., 2005). The meeting industry is fraught with temptations, however, planners are encouraged to say "no thanks" when they are offered incentives they know to be inappropriate (Scofidio, B., 2005).

Casino marketers are urged to take heed of the "inner voice" telling them when something is not ethical. Customer trust lost in a casino, may never be regained. Have rules and regulations and then follow them, always (Broderick, M., 2005).

Company Values (Topic 4)

Ethics and Service Work by R. C. Warren (2005) was the only article categorized in Topic 4. This very important article discussed the necessity of changing the way we view and evaluate service work. Most of today's jobs are in the service industries, and a large proportion of service workers are unhappy in their work. Service workers are involved in impersonal contractual relationships with customers and receive little respect and gratitude in return for their service. Sustaining self respect, while doing a job perceived as demeaning, is particularly difficult without strong positive family and community ties outside the work (Warren, R. C., 2005).

The increase of workplace violence mentioned in Topic 3 (Prewitt, M., 2004), may be the result of the frustration felt by some unskilled workers who have no other job opportunities than low level service jobs. High turnover and absenteeism are other indications of dissatisfaction with service work. Workers who serve customers are primarily viewed in terms of what they are required to do for customers and not as whole persons. The relationship between servers and customers is not reciprocal. As a result, service workers' sense of self can be limited and, in fact, damage their self respect (Warren, R. C., 2005).

Warren asserts that it is time to change our approach to service work, cultivating gratitude, politeness and honesty in the customer/server relationship. Service work should enhance the dignity of service workers rather than destroy it (Warren, R. C., 2005).

Ethics and Leadership (Topic 5)

One article was categorized in Topic 5 and described the survey responses of business students leaning towards careers in the Australian hospitality industry, regarding their perceptions of the moral motivations of hospitality management. Students identified in the study as more ethical, had less trust in management. Students also believed that management's motivation in ethical problem solving, came primarily out of concern for the image of the company rather than a concern for justice (Ross, G. F., 2004).

It was suggested that university students may need to be given "more accurate information regarding how ethical and legal dilemmas are handled in cases such as work-place theft" to elevate their perception of hospitality industry management and the industry as a good place to work (Ross, G. F., 2004).

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

Eighteen out of 100 articles (18%), 8 in 2004 and 10 in 2005, from 14 publications, two of which were academic journals, were categorized in Topic 6.

Companies that do not regulate themselves may find themselves regulated by outside agencies. A code of ethics is an important element for creating an ethical business culture (Hall, A., 2004). Companies can develop codes of conduct by first defining areas of need and then setting up written guidelines that can be consistently followed. Everyone must know what is expected of them and the code can be based on common sense, courtesy, and good manners (Allen, J., 2004).

Most of the 37 surveyed public lodging companies have codes of ethics in place (Kefgen, K., 2004). The Hotel Booking Agents Association launched a new code restricting conference planners from marking up hotel rates and hotels from undercutting booking agents (Meeting notes, 2005; The week in brief, 2005).

The Commercial Food Equipment Service Association adopted a Business Code of Ethics (Walter, 2005). Diageo of North America, a premium drinks business, is providing on-line instruction and support for their code of business conduct (Movers & Shakers, 2005). Coffee experts (baristas) are urged to behave professionally with each other and with their customers and are introduced to The Barista Code of Conduct written by one such expert (Beals, J., 2005).

The American Gaming Association adopted a Code of Conduct for Responsible Gaming for its members (Anderer, C., 2004). A new Gambling Commission in Britain intends to vigorously regulate gambling in the public interest (Rutherford, J., 2005).

A Code of Conduct was signed at the Nepal Tea and the World Conference that mandates environmental and labor standards for tea producers (Drouin, D., 2005). The Ethical Trading Initiative, an alliance of companies, trade unions, and non-governmental organizations, developed a code of practice that covers working conditions, pay, health, and safety issues in U.K. trade (Chomka, S., 2004; Wyman, V., 2005).

Association of British Travel Agents members are asked to display the Office of Fair Trading logo which officially recognizes the ABTA's code of conduct (Abta's code, 2005). Costa Crociere has a new program for compliance with international requirements for quality, safety, environmental protection, and ethics certification (Briefs, 2004). The World Tourism Organization and the United Nations developed the Global Code of Ethics for Tourism in 1999. The International Tourism Partnership held a meeting of international tourism professionals, to raise awareness of the code (Ethics and Tourism, 2004). Conferees at the Portuguese Hotel Association Annual Conference identified a need for a national strategy for human resources training and development and a code of ethics for tourism human resources management (Costa, J., 2004).

To control the ethical behavior of employees, ethical codes must be enforced with punishment for violations (formal). At the same time, ethics codes need to be discussed in order for them to be internalized by the employees (informal). The use of both formal and

informal controls improves the work environment and increases job satisfaction, commitment, and loyalty (Schwepker, C. H. & Hartline, M. D., 2005).

Ethics for Hospitality Educators (Topic 7): no articles

Teaching Ethics (Topic 8)

Five of seven articles categorized in Topic 8 appeared in academic journals. Only five articles were in Topic 8 from 2000 through 2004. In 2005, six articles were written on Teaching Ethics.

Three-hundred-ninety-five college students from Europe, Asia, Africa, and the Americas were surveyed to determine the effect culture has on their ethical decision making. It was found that there were cultural differences between the students that affected ethical decision making. However, classroom interaction between students of different cultures over long periods of time can bring their ethical decision making into alignment with the ethical principles of the educating institution (Brymer, R. A., March, L., Palmer, M., & Schmidgall, R. S., 2005).

Faculty influence on students, both in and outside of class, is profound. Instruction in ethics must carefully guide students to look at their cultural beliefs and attitudes in terms of developing a framework of ethical orientation (Brymer, R. A., March, L., Palmer, M., & Schmidgall, R. S., 2005).

Hotel executives, hotel human resource specialists, and alumni ranked ethics to be the most important content area to be taught in hospitality programs. A survey of I-CHRIE members, however, showed that ethics education was not a focus in hospitality programs, that while everyone agreed ethics should and can be taught, consistent ethics education programs simply have not been incorporated in university hospitality curricula (Yeh, R., Martin, L.J., Moreo, P. J., Ryan, B., & Perry, K.M., 2005). The authors of the study recommend ethics instruction, utilizing case studies, be integrated across hospitality curricula.

Professional educators continue to be criticized by the proponents of liberal arts education for not teaching values, ethics, concepts and cultural issues. Professional education programs do not necessarily have stand alone courses in philosophical topics but instead, the philosophical topics are incorporated throughout the curriculum. Communication and critical thinking are required skills in both professional and liberal education. To be successful in today's business environment ethical principles must be understood and adhered to. This criticism, according to Bl L. Cole (2005) is based on a misunderstanding rather than a reality.

Three-hundred-twenty-eight hospitality industry professionals responded to a survey which indicated the development of personal and professional ethics and analyzing ethical dilemmas were topics that needed to be included in hospitality curricula. They also agreed that ethics, along with other course content areas such as communication, diversity, and leadership, etc., should be embedded in the required courses across the curriculum rather than as specific courses (Gursoy, D. & Swanger, N., 2005).

Thirty-nine ethical issues were ranked in terms of importance by 308 hospitality industry practitioners. While all of the issues should be addressed in hospitality curricula,

the first five, theft, sexual harassment, hazardous waste, bribes, and quality service, should be given priority (Yeung, S., 2004).

Sixty-nine percent of corporations are now providing employees with ethics training. Most of these companies use a combination of e-learning and live training which includes discussions and hands-on training in ethics (Kovaleski, 2005). Culinary students need to be taught ethics in order to be able to do the right thing when faced with on-the-job situations where unethical actions may be the norm (La Lopa, J. & Ghiselli, R., 2005). La Lopa and Ghiselli (2005) included a lesson plan with ethical scenarios for teaching culinary students.

Tourism Ethics (Topic 9)

Seventeen articles were categorized in Topic 9. The area of tourism ethics is beyond the scope of Isbell Hospitality Ethics at this time. It is of great importance, however, so the 2004 and 2005 articles that were indexed by the *Hospitality and Tourism Index* will be briefly summarized.

Five articles described the effects of tourism on particular destinations. Tourists visit other cultures. The interaction between the locals and the tourists results in a culture different from either original cultures where much misunderstanding can occur. Tourists in Labuan Bajo in Indonesia are not particularly enamored with the "touristic culture" but need to understand that it is they who are partially responsible for this third culture (Erb, M., 2004).

Ecotourism is growing in southern Thailand due to cooperation with conventional tourism markets, networks, and infrastructure. Conventional tourism and ecotourism do not have to be at odds, but rather are connected and structurally dependent upon each other (Kontogeorgopoulos, N., 2004). Rapidly developing Myanmar in Asia as a tourism destination was guided solely by the need for economic growth instead of ethics and has not been successful (Reith, S., 2005).

While expecting ecotourism companies to behave ethically, taking an ethical approach in defining ecotourism may not be realistic. Canadian Inuits use power boats and high powered rifles to over hunt the endangered narwhals to be able to illegally sell the tusks to Asian tourists on cruise ships. Ecotourism companies have no control over the Inuits (Buckley, R., 2005).

Almost 500 secondary students in Australia expressed interest in careers in the tourism and hospitality industry. They rated sociability first, then diligence, and honesty last as motivation for work (Ross, G. F., 2004b).

Environmental and conservation issues are primarily important in the destination development stage and can be regulated. Tourism is, however, dependant upon environmental quality and its sustainability. Large tourism operations, therefore, are adopting environmentally sound practices to be successful. One code covering operations may never be realistic, however, by defining best practices, individual operations may be able to modify and apply them to their specific situations (Carter, R. W. & Whiley, D., 2004).

Consumers are demanding sustainable tourism holidays, and the biggest operators are responding with "enlightened self-interest" (Thomas, S., 2004a). Tourism Concern in the U.K. insist that the tourism industry be responsible for providing services that do not exploit locals (Sargent, J., 2004). Glenys Kinnock called for the tourism

industry to develop corporate policies to protect children who are sexually abused by tourists (Time to get ethical, 2005). She said consumers were more aware and want the industry to take responsibility and protect workers from exploitation and protect the environment (Searle, R., 2005).

Two books on ethics and tourism were reviewed in *Tourism Review International*. One book defends modern mass tourism stating that the "new moral tourism" discourages economic development in the less developed countries and questions the belief that the locals should continue to live "close to nature." The other book argues that the effects of mass tourism are primarily negative (Harrison, D., 2004).

Even though the World Tourism Organization's Global Code of Ethics says that the tourism industry is to contribute to "mutual understanding and respect between peoples and societies," only 12% of 264 Destination Management Organizations' web sites contained any such information (Pennington-Gray, L. &Thapa, B., 2004). Common pool resources (CPRs) such as the oceans and mountains can be overused and destroyed. It is necessary to add an environmental component of ethical use if the economic success of tourism is to be sustained (Holden, A., 2005).

Cyber-tourism, where the tourist doesn't actually go to the destination, lacks any of the sensual interaction experiences and may end up being for poorer people. There are pros and cons to cyber-tourism and will most likely result in a different type of social capital. Cyber-tourism providers must comply with the international ethical codes such as those sponsored by the United Nations and must promote justice and equity (Ross, G. F., 2005).

The Tourism Industry Association of Canada established a Code of Ethics and Guidelines for Sustainable Tourism (TIAC draws a new map, 2005). Considerable controversy arose when the Convention on Biological Diversity's guidelines on tourism were not deferred until measures to safeguard cultural sustainability could be added, as requested by the International Indigenous Leadership Gathering on Sustainable Tourism (Johnston, A., 2004).

The head of the World Tourism Organization requested the media to let the public know that 80% of the hotels and resorts in the areas hit by the tsunami, were fully operational and that encouraging tourists to return would really help (Media alert, 2005).

Trends, Issues, Challenges (Topic 10)

Two articles from The 7 Cardinal Sins of Foodservice (2004) in *Nation's Restaurant News* were categorized in this topic. DWI laws are becoming stricter which increases the liabilities and vulnerability surrounding the service of alcoholic beverages. More and better alcoholic-beverage training is seen as the answer for providing protection for both employees and customers (Frumkin, P. & Thorn, B., 2004).

Restaurants have been targeted by the Immigration and Naturalization Service for hiring, shielding and hiding undocumented kitchen staff. Five-hundred-thousand immigrants continue to illegally enter the U.S. each year and many of them go to work in restaurants. INS raids have been criticized as a waste of resources, and bill S2258, if passed, will allow more seasonal immigrants to fill summer demand for kitchen employees. Though many restaurants find it crucial to hire illegal immigrants, until such time as it becomes legal, it is dangerous and can be very costly. Pappas was fined $1.75 million in a 1997 bust (Hayes, J. & Ruggles, R., 2004).

Corporate Responsibility (Topic 11)

  The appearance of four articles on Corporate Responsibility made a new topic necessary. All four articles appeared in trade journals and newspapers and strongly supported the concept of giving back to the community. Increasingly consumers are preferring to do business with companies they trust, and operators have found that socially responsible programs increase customer trust and loyalty (Allen, R., Gould, A., Koteff, E., Garber, A., Liddle, A., Franklin, P., & Ruggles, R., (2004).

  Corporate social responsibility (CSR) has been shown to be beneficial in business growth, reputation, staff morale, and profits (Afiya, A., 2005). CSR benefits are being measured in the U.K. (Redford, K., 2005)

  LaRosa's Pizzeria was actively involved in the community. When one of their units burned to the ground and their insurance did not cover the fire, members of the community came out to help them rebuild (Detwiler, M. W., 2005).

Conclusion

  While many of the same topics are discussed year after year, there is positive movement away from simply identifying unethical behaviors, to changing them through developing codes of ethical behavior and ethics training programs. Ethical behavior is recognized as resulting in good business with increased profits and reduced turnover.

  Hospitality managers' concerns for ethical practices are often believed to be more about image than real concern for justice and equity. However, what they say and what they do are more consistent and more consistently ethical for whatever reason.

  University hospitality programs are still not incorporating consistent ethical instruction across their curricula even though they agree it is necessary. The literature strongly supports teaching ethics using an integrated case study approach across hospitality curricula. We at Isbell Hospitality Ethics spent three years writing a hospitality ethics text book accompanied by a complete hospitality ethics curriculum that is available free of charge through Prentice-Hall. Each of the 15 lessons of the curriculum correspond to and can be conveniently dropped into all of the core courses in any hospitality program. Each lesson includes complete lesson plans, with lectures, activities, assignments, quizzes, and answer keys.

  Our next project, expected to be completed by May 2007, is to put the entire curriculum on-line and freely accessible. We have made high quality, integrated hospitality ethics instruction available to all university hospitality programs. Our students must be taught ethics in order to be as successful as we want them to be. Our industry needs university educated managers who have been taught how to make ethical decisions, how to manage ethically, and how to produce ethical staff behavior. We have made this possible. Please take advantage of it.

Figure 1. Number of Articles in the Eleven 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
1	Unethical	27	4	4	8	3	13	8

	Actions							
2	How Ethical Are We?	16	1		3	5	4	2
3	How to do the Right Thing	12		4	4	10	15	8
4	Company Values	6			3			1
5	Ethics and Leadership	9	1		1	1	1	
6	Codes of Ethics, the Need for and How to Develop Them	18	1	2	4	10	8	10
7	Ethics for Hospitality Educators	4						
8	Teaching Ethics	16	1		2	1	1	6
9	Tourism Ethics	6			5	8	9	8
10	Trends, Issues, Challenges				2		2	
11	Corporate Responsibility						1	3

Figure 2.   The Number and Year of Each Article Written on the Particular Topic for the Particular Journal. **(2004 & 2005 articles in bold red)**

Journal * Academic Journals	**Topic 1**	**Topic 2**	**Topic 3**	**Topic 4**	**Topic 5**	**Topic 6**	**Topic 7**	**Topic 8**	**Topic 9**	**Topic 10**	**Topic 11**	**Totals**
Annals of Tourism Research *									93 95 99 03 **05**			5
Asia Pacific Journal of Tourism Research *									03			1
Association Meetings						02						1
Beverage Industry			02									1

	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11	Total
Beverage World			05									1
Bottomline	94	91				91-2 94						5
Business Travel World	04					05						2
Canadian Travel Press									05-2			2
Casino Journal			04 05									2
Caterer & Hotelkeeper	04 05					03-2 05					05-2	7
Chef Educator Today								05				1
Chef Magazine			05									1
Club Director						03						1
Club Industry		01 01										2
Club Management	01	03										2
Consultant *		04										1
Contours *			05						02 03-4 04			7
Cooking for Profit				94				94				2
Cornell Hotel & Restaurant Administration Quarterly *		93 99		02	94 00	92 00		00				8
Corporate Meetings & Incentives		03	03 04 05									4
Cruise Industry News						04						1
Executive Housekeeping Today					02							1
FIU Hospitality Review *		92 94 99 02	04		97			05				7
Food Management			92		99	95						3
Food Manufacturer						04 05						2
FoodService Director	00					02						2
Foodservice Equipment & Supplies		05				03 05						3
Fresh Cup						05-2						2
Gaming Law Review *			04			04						2
Geographical										04		1
Green Hotelier						04						1
Hospitality & Tourism Educator *					91	92	93	91-2 93 94 96 02				9
Hospitality Education & Research Journal *							89					1
Hospitality Law	05-3		04									4
Hospitality Research Journal						92-2						8

*		92		90			94	90-3				
Hosteur			01			95						2
Hotel & Motel Management	90 99		01			02						4
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						2
HSMAI Marketing Review			96									1
Indian Gaming			**05**									1
Insurance Conference Planner						**04**						1
Int'l Journal of Contemporary Hospitality Management *		00 02			98 99			98 **04**				6
International Gaming & Wagering Business	96 01					**04** **05**						4
International Journal of Hospitality Management *	**04** **05**			90-2 91		97 01		90	92			9
Journal of Consumer Marketing *		02		02								2
Journal of Convention & Exhibition Management *						03						1
Journal of Ecotourism *									**04-2** **05**			3
Journal of Foodservice Business Research *					**04**							1
Journal of Foodservice Systems *						91						1
Journal of Hospitality & Tourism Education *		97 99						98 99-2 **05-2**				7
Journal of Human Resources in Hospitality & Tourism *						02						1
Journal of Property Management *			02									1
Journal of Service Research *						**05**						1
Journal of Teaching in Travel & Tourism								02 03				2

*												
Journal of Travel Research *					95	93			98			3
Journal of Vacation Marketing									02 03			2
Leisure Management	**05**		**04**									2
Lodging Hospitality	02		03									2
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						20
Meetings & Conventions	92 93 94 96	94 97 **04**	93 98 **04-2** **05**			93 01						14
Meetings & Incentive Travel			03			**04** **05**	**05**					4
Nation's Restaurant News	01 02-3 **04-4** **05**	03	92 99 03-2 **04-3**	02	03	92 93			02 **04-2**	**04**		25
Night Club & Bar Magazine						03	91					2
Pizza Today										**05**		1
Restaurant Business	92-2 96 **04** **05**											5
Restaurants & Institutions	94		**05**									2
Restaurants USA	93		92									2
Service Industries Journal *				**05**								1
Successful Meetings	91 92-2 94 96 97 98 00-2 01 03	92 93 99-2 03	96-2 02-2 03-2 **04**			99			02			25
Tourism *		**04**							**04-2**			3
Tourism & Hospitality Research *							**05**					1
Tourism Analysis *		03										1
Tourism Management *						98			95			2
Tourism Recreation Research *									03 **04** **05-2**			4

Tourism Review *		03									1
Tourism Review International *									04		1
Tourist Attractions & Parks	05										1
Travel Trade Gazette	04		04-2			05			02-3 05			8
Travel Weekly	03 04-4					03			04 05			8
Totals	67	31	53	10	13	53	4	27	36	4	4	302

Figure 3.　　　Total Number of Articles on Ethics in Each Year 1990-2005

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

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