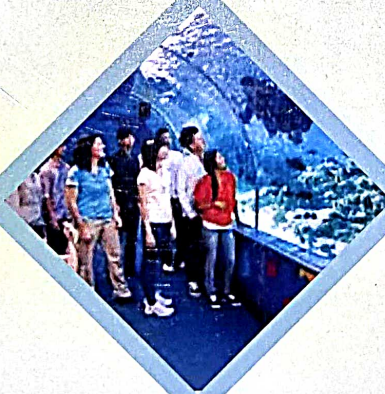


**A TOURISM
PROFESSIONAL'S HANDBOOK
ON
ETHICAL, LEGAL AND
REGULATORY ASPECTS**

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How to Use This Book?

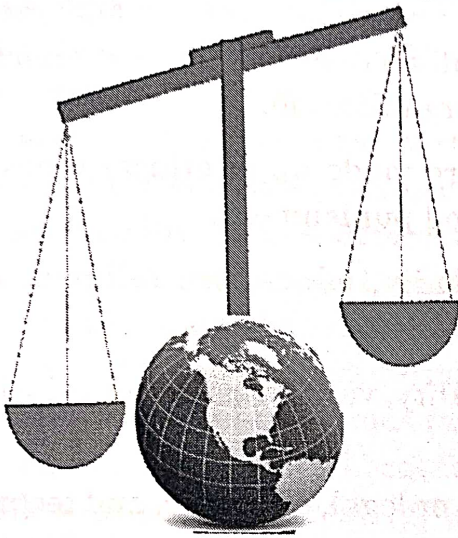
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1

ETHICS AND ITS SIGNIFICANCE IN TOURISM



Keywords:

Ethics, Business Practices, Approaches in solving ethical dilemmas

To ensure a substantial load for an airline, they tend to overbook by fifteen to thirty per cent. The consequence of these bookings result in a practice called 'bumping' of passengers. Where in the passengers are denied boarding. Annually in North America and Europe around five to ten passengers per thousand passengers are bumped. It is also reported that in London Heathrow around eighty to hundred passengers are bumped daily by around seventy airlines operating there. It's a practice that is prevalent across the aviation industry. Is there are solution to this practice? Is it an unethical trade practice?

After completing this module you will be able to:

1. Identify cases that lead to unethical business practices in tourism.
2. Define ethics and map it to the tourism sector
3. Identify the importance of business ethics.
4. Identify three approaches to solve ethical dilemmas in business
5. Discuss the global code of ethics in tourism
6. Identify the international regulatory bodies associated with tourism