



# The Ethics of Tourism: Critical and Applied Perspectives

By Brent Lovelock, Kirsten Lovelock

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**The Ethics of Tourism: Critical and Applied Perspectives** By Brent Lovelock, Kirsten Lovelock

There are increasingly strident calls from many sectors of society for the tourism industry, the world's largest industry, to adopt a more ethical approach to the way it does business. In particular there has been an emphasis placed on the need for a more ethical approach to the way the tourism industry interacts with consumers, the environment, with indigenous peoples, those in poverty, and those in destinations suffering human rights abuses.

This book introduces students to the important topic of tourism ethics and illustrates how ethical principles and theory can be applied to address contemporary tourism industry issues. A critical role of the book is to highlight the ethical challenges in the tourism industry and to situate tourism ethics within wider contemporary discussions of ethics in general. Integrating theory and practice the book analyses a broad range of topical and relevant tourism ethical issues from the urgent 'big-picture' problems facing the industry as a whole (e.g. air travel and global warming) to more micro-scale everyday issues that may face individual tourism operators, or indeed, individual tourists. The book applies relevant ethical frameworks to each issue, addressing a range of ethical approaches to provide the reader with a firm grounding of applied ethics, from first principles. International case studies with reflective questions at the end are integrated throughout to provide readers with valuable insight into real world ethical dilemmas, encouraging critical analysis of tourism ethical issues as well as ethically determined decisions. Discussion questions and annotated further reading are included to aid further understanding.

*The Ethics of Tourism: Critical and Applied Perspectives* is essential reading for all Tourism students globally.

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### Review

**'The Ethics of Tourism is a significant contribution to the tourism literature. It provides the first comprehensive review of ethics across the breadth of travel and tourism experiences, and presents this in a clear and accessible manner for both students and tourism professionals. The Lovelocks demonstrate the importance of ethical considerations in tourism development, management and behaviour, making this fundamental reading for all tourism professionals.'** - Alan A. Lew, *Department of Geography, Planning and Recreation, Northern Arizona University*

**'This is the comprehensive book on tourism and ethics that students and staff have been waiting for. Written in a friendly and engaging manner, it is sure to become a 'must have' and sets a new benchmark in tourism studies'** - Kevin Hannam, *School of Events, Tourism and Hospitality, Leeds Metropolitan University*

**'The Ethics of Tourism is an important addition towards tourism sustainability theory... [It] 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.'** - Miroslava Dimitrova, *European Journal of Tourism Research*

**'I do recommend this book wholeheartedly. Quite simply, it is excellent: it is extremely well-written; is very clearly laid out; includes a fine overview of the theory and practice of ethics both in general and as they apply to tourism; and has excellent case studies, discussion points, chapter reviews, and extensive bibliographies.'** - Paul F. Wilkinson, *Tourism Management*

### About the Author

Brent Lovelock is an Associate Professor in the Department of Tourism at the University of Otago, New Zealand.

Kirsten M. Lovelock is a Senior Research Fellow in the Department of Preventive and Social Medicine, University of Otago, New Zealand.

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