ASSIGNMENT 4

Introduction to Hospitality Industry

1. Discuss the purpose of the global code of ethics for tourism and explain its importance for promoting ethical tourism practice.

The Global Code of Ethics for Tourism (GCET) is a set of guidelines developed by the United Nations World Tourism Organization (UNWTO), now known as UN Tourism, in 1999. Its main purpose is to promote responsible, sustainable and ethical tourism worldwide. It provides guidance to governments, tourism businesses, local communities, tourists and other stakeholders on how to develop tourism while respecting the environment, cultural heritage and human rights.

Purpose of the Global Code of Ethics for Tourism

The main purpose of the Global Code of Ethics for Tourism is to ensure that tourism benefits everyone while minimizing its negative effects. It encourages responsible behaviour among tourists, tourism companies and governments.

Its key purposes include:

1. Promoting sustainable tourism: The Code encourages tourism development that protects natural resources, reduces pollution and preserves the environment for future generations.

2. Respecting cultural heritage: It promotes respect for local traditions, customs, religions and historical monuments. Tourism should help preserve cultural identity rather than damage it.

3. Supporting local communities: The Code encourages tourism businesses to provide employment opportunities and economic benefits to local people. It aims to reduce poverty and improve living standards.

4. Protecting human rights: It supports equality, dignity and freedom for everyone involved in tourism. It also highlights the importance of preventing child exploitation, human trafficking and discrimination.

5. Encouraging responsible business practices: Tourism companies are encouraged to operate honestly, provide quality services, protect employees' rights and treat customers fairly.

6. Promoting international cooperation: It encourages countries to work together to develop tourism policies and practices that benefit the global tourism industry.

Importance of the Global Code of Ethics in Promoting Ethical Tourism Practices

The Global Code of Ethics for Tourism plays an important role in making the tourism industry more responsible and sustainable.

Firstly, it promotes environmental protection by encouraging hotels, restaurants, airlines and tour operators to reduce waste, save water and energy, and minimize pollution.

Secondly, it helps protect local cultures and traditions. Tourists are encouraged to respect local customs and behave appropriately when visiting religious and historical places.

Thirdly, it supports economic development by encouraging tourism businesses to employ local people, purchase local products and support small businesses. This ensures that tourism income benefits the communities where tourism activities take place.

Furthermore, the Code improves the quality of tourism services by encouraging honesty, transparency, safety and customer satisfaction. It also promotes fair working conditions, equal opportunities and professional responsibility among tourism employees.

Finally, it builds a positive international image of tourism destinations. When tourists feel safe, respected and welcomed, they are more likely to revisit destinations and recommend them to others.

2. **Case study: Select a tourism destination and assess whether tourism activities their follow the principles of responsible and sustainable tourism. Recommend three measures to improve responsible tourism practices.**

Case Study: Assessment of Responsible and Sustainable Tourism in Bali, Indonesia

Introduction

Bali, Indonesia, is one of the world's most popular tourism destinations, famous for its beautiful beaches, temples, cultural traditions, rice terraces and natural landscapes. Tourism plays an important role in Bali's economy by creating employment opportunities, supporting local businesses and generating income for communities. However, the rapid growth of tourism has also created environmental and social challenges. This case study assesses whether tourism activities in Bali follow the principles of responsible and sustainable tourism and recommends three measures for improvement.

Assessment of Responsible and Sustainable Tourism in Bali

Bali follows several principles of responsible and sustainable tourism, but there are still areas that require improvement.

1. Environmental Protection

Bali has beautiful natural attractions, including beaches, forests and rice terraces. Some hotels and tourism businesses have introduced environmentally friendly practices, such as reducing plastic use, recycling waste and conserving water and energy. However, increasing tourist

numbers have contributed to plastic pollution, traffic congestion, water shortages and pressure on natural resources. Waste management remains a major challenge in popular tourist areas.

2. Cultural Preservation

Bali is well known for its Hindu culture, traditional dances, temples and religious festivals. Tourism helps preserve local traditions by creating income for cultural performers, artists and local communities. Tourists can experience traditional ceremonies and visit historical sites. However, excessive commercialization of cultural activities can reduce their traditional value. Some tourists also show disrespect towards religious customs and sacred places.

3. Economic Benefits for Local Communities

Tourism provides employment opportunities in hotels, restaurants, transport services, shops and tour operations. Local people can earn income through handicrafts, traditional food and cultural experiences. However, some tourism businesses are owned by international investors, meaning that a significant proportion of tourism revenue may leave the local economy. Local workers may also face low wages and seasonal employment.

4. Social Responsibility

Tourism encourages cultural exchange between visitors and local residents. However, overcrowding, noise, traffic and rising property prices can negatively affect the daily lives of local communities. Therefore, tourism development must consider the needs and quality of life of residents.

Overall, Bali partially follows the principles of responsible and sustainable tourism. Although tourism supports economic development and cultural preservation, environmental protection and community welfare need greater attention.

Three Measures to Improve Responsible Tourism Practices

1. Improve Environmental Management

The government and tourism businesses should introduce better waste management systems, reduce single-use plastics, promote recycling and encourage the use of renewable energy. Tourists should also be educated about protecting beaches, forests and marine environments.

2. Support Local Communities and Businesses

Tourism companies should employ more local people, provide fair wages and purchase products from local suppliers. Supporting family-owned hotels, restaurants, handicraft shops and local tour operators will ensure that tourism income benefits the local economy.

3. Promote Responsible Tourist Behavior

Tourists should be educated about local culture, religious traditions and environmental responsibilities. Hotels and tour operators should provide information about respecting temples, following dress codes, avoiding littering and protecting wildlife. Authorities should also introduce clear rules and penalties for inappropriate tourist behavior.

Conclusion

In conclusion, Bali is an important tourism destination that offers significant economic and cultural benefits. However, environmental pollution, overcrowding and unequal distribution of tourism income create challenges for sustainability. By improving environmental management, supporting local communities and promoting responsible tourist behavior, Bali can develop a more sustainable tourism industry. These measures will help protect its natural beauty and cultural heritage while ensuring long-term benefits for future generations.