Fundamental Ethics

Assignment Guidelines:

This task is to examine the philosophical foundations of ethics, focusing on human freedom, moral responsibility, classical/contemporary ethical theories, and the structural components of moral decision-making. Students are expected to critically reflect on human actions from a moral perspective and apply ethical reasoning to real-life moral dilemmas, professional practices, and social responsibility issues in tourism and broader corporate contexts.

Submission Format:

- Type: Applied Philosophical & Professional Ethics Essay / Report
- Font: Times New Roman, Size 12, Double Spaced
- Word count: 2500 – 3000 words
- Submission Deadline: To be announced by the respective professors

Assessment Criteria:

- Understanding and application of foundational ethical theories and moral concepts – 20%
- Critical analysis of moral decision-making models, conscience, and human agency – 25%
- Application of relevant philosophical literature, ethical frameworks, and real-world case studies – 20%
- Moral reflection, stakeholder considerations, and quality of professional recommendations – 25%
- Structure, academic writing, philosophical coherence, and APA referencing – 10%

Mandatory Sections:

- Title Page
- Table of Contents
- Abstract / Executive Summary
- Introduction
- Philosophical Foundations & Theoretical Framework
- Analysis of Moral Structure & Decision-Making
- Case Study & Ethical Dilemma Evaluation
- Discussion & Professional Applications
- Personal Ethical Worldview & Recommendations
- Conclusion
- References
- Appendices

Assignment Task – Choose ONE of the following written assignments:

Option 1: Deontological vs. Consequentialist Ethics in Tourism and Service Practices

Analyse how classic philosophical theories evaluate moral dilemmas arising from commercial decisions in the global tourism industry. Your paper should:

- Describe the fundamental bases of Kantian Deontology, Utilitarianism, and Virtue Ethics in relation to human worth, liberties, and the common good.
- Compare the responses of a profit-maximising utilitarian and a duty-based deontologist to complex industry issues such as sweatshop labour or overtourism in developing communities.
- Give two examples of cases in which there was a clash between corporate behaviour and human or environmental rights.
- Develop a virtue-based ethical decision model that can be used to assist corporate executives in navigating difficult moral decisions.

Option 2: Human Freedom, Conscience, and Personal Responsibility in Business Organisations

Investigate the role of individual moral agency, personal conscience, and ethical leadership within corporate structures. Your paper should:

- Explain the three elements of a human act—the action itself, the person's purpose, and the surrounding circumstances—and consider how workplace pressures can affect someone's freedom to choose and responsibility for their decisions.
- Explore the conflict between personal conscience and company loyalty when organisations engage in misconduct. Consider examples such as whistleblowing and deceptive marketing.
- Discuss well-known cases in which employees confronted ethical choices within organisations where wrongdoing had become widespread.
- Develop a code of ethics for individuals and organisations that supports personal integrity and encourages a responsible, socially minded workplace.

Option 3: Corporate Social Responsibility, Environmental Stewardship, and the Pursuit of the Good

Evaluate the moral responsibility of commercial enterprises toward local communities, cultural heritage, and future generations. Your paper should:

- Debate philosophical questions of individual ethics versus social responsibility in the context of environmental justice and intergenerational ethics.
- Assess the ethical distinction between true ethical engagement ("the pursuit of the good") and ethical posturing (in the form of greenwashing or instrumental CSR).
- Examine instances of ethical stewardship by industry or tourist destination development in contrast to those that resulted in cultural erosion or social displacement.
- Formulate an actionable framework of ethical governance that integrates organisational strategies with genuine social contribution and sustainable stewardship.