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Proposal

Ethics and tourism: A youth perspective

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Abstract

Alternative tourism, such as ethical tourism, is seen to be a sustainable solution for an industry that holds much importance worldwide and for some countries, presents economic survival. An important segment of the tourist market that has indicated their need for a more ethical and alternative type of tourism is the Youth and Student Travel Market (US\$ 285 billion, UNWTO, 2014). The aim of this research is to examine how the specific market of young, educated and environment sensitive travelers perceives the role of ethics on tourist destination and its influence on holiday choice. Based on a speech analysis our results outline the multiple dimensions of ethics applied to tourism. The implications of our research are important for sustainability while creating new marketing and business opportunities for future generations of travelers and innovative ways to travel.

Keywords: Tourism, Ethics, destination image, Youth market

Résumé

Le tourisme alternatif, comme le tourisme éthique, est considéré comme une solution durable pour une industrie de grande importance dans le monde et qui, pour certains pays, représente une manne économique. Le marché des jeunes et des étudiants, sensibles à un tourisme plus éthique et alternatif représente un segment important du marché touristique (285 milliards US \$, OMT, 2014). Le but de cette communication est d'examiner comment le marché des jeunes, éduqués et sensibles à l'environnement perçoit le rôle de l'éthique sur la formation de l'image de la destination touristique et son influence sur le choix de vacances. Sur la base d'une analyse des discours, nos résultats soulignent les multiples dimensions de l'éthique appliquée au tourisme. Les implications de nos recherches concernent la durabilité du tourisme et soulignent les nouvelles opportunités de marketing et d'affaires en relation avec les futures générations de voyageurs et les solutions touristiques novatrices.

Mots-clés : Tourisme, Ethique, Image de la destination, Marché des jeunes

Introduction

The tourism industry, one of the fastest growing economic sectors in the world, represents an estimated economic value of US\$ 1,245 billion (937 bn euros) (UNWTO¹, 2015), and provides 277 million jobs worldwide (WTTC², 2014). According to Fennell (2006, p. 1) tourism is “*the world’s foremost economic engine*” and “*economic giant*.” With over one billion international tourists travelling in 2015 and a forecast of 3.8% growth per year until 2020, the United Nations will face many challenges in this 2017 International year of Sustainable Tourism for Development. The Tourism industry has become a major source of revenue for many economies but also a source of concern with regards to environmental protection. The Industry therefore needs to aim at safeguarding precious rare resources such as water and energy and develop recycling, reuse, renewable sources of energy whenever possible. For emerging economies with financial flows derived from tourism activities, tourism is the way to preserve natural environment, local culture and regional heritage and to maintain local employment. It may therefore appear as a source of inclusive development for most economies, both developed and developing, but it also includes risking potential negative side effects such as social unrest, rights for the use of land which also need to be addressed (PECC, 2017).

Alternative tourism, such as Ethical tourism, is seen to be a sustainable solution for an industry that holds much importance worldwide and for some countries, presents economic survival. This concern has continued into the present day with the industry developing and encouraging different solutions to reduce and “*minimize tourism’s negative impacts while allowing the benefits of tourism to flow to communities*” (Lovelock & Lovelock 2013, p. 3).

An important segment of the tourist market that has indicated their need for a more ethical and alternative type of tourism is the Youth and Student Travel Market. The growth and dynamism of this opportunistic market has continued to grow representing more than 23% of the world’s international travelers in 2015, along with an economic value of US\$286 billion in 2014 - an increase of US\$96 billion in 5 years (UNWTO, 2016). The youth travel market is considered to be one of the “*fastest growing and most dynamic markets of the global tourism sector*” (Taleb RIFAI, Secretary General of the UNWTO, 2011, p. 2). Some of the reasons for this growth derives from extended holidays and availability of student loans (especially in the UK) (Xu et al., 2009) along with the increase of students studying overseas (Glover, 2011, Gardiner et al., 2013). The United Nations (2011, p. 2) consider this market to be “*a major force for development and social change*.” Youth and student travelers invest in and have direct contact with local tourism businesses, reducing economic leakages that occur with mass international tourist groups. They also are educated and informed of environmental protection, some of the principal characteristics of responsible and sustainable tourism.

Our communication is structured into two parts. Firstly the literature will present the role of ethical consumerism and its link to ethical tourism, followed by a critic of the evolution of the ethical tourist and its natural connection to the Youth Travel Market. The methodology will then be presented, demonstrating the importance of our qualitative approach followed by the discussion of the results and the prospects for ongoing research. The implications of our research are important for sustainability while creating new marketing and business opportunities.

¹ United Nations World Tourism Organisation

² World Travel and Tourism Council

1. Conceptual framework

Our literature review links ethical consumerism and ethical tourism and concludes on the evolution of ethical tourism in the youth travel market.

1.1. Linking Ethical Consumerism to Ethical Tourism

Understanding the role that ethics plays in consumer behaviour has become a requirement for different industries and the products that they produce and sell. Today's consumers are offered goods from an array of sources such as organic foods to recyclable products. There is a general consensus that ethical consumerism has evolved from the environmental movement and what is perhaps more commonly known as green consumerism (Freestone & McGoldrick, 2008). Consumer research relating to the attitudes and realities of ethical consumption has been carried out by authors Carrigan & Attalla, 2001; Carrington et al., 2010, 2014 and Öberseder et al., 2011 respectively, indicating the generic importance and evolution of this subject area.

Fair Trade products, environmentalism, human rights concerns (Doane, 2001) as well and general consumer awareness have made the consumer more ethical in their purchasing of certain goods. Communication via the media tells us that we need to be more responsible as consumers, generating a positive attitude and image of those companies that are operating responsibly and are involved in ethical actions (Jose, 2012; Başgöze & Tektaş, 2012). This has been applied to the tourism industry where the Fair Trade Movement and “enterprises (and associations) can now badge themselves as ‘ethical’ in terms of environmental standards, work practices and cultural sensitivity” (Gibson, 2009 p: 2).

Hultsman (1995) explains that ethics is a philosophical concept that dwells into the behavioural values and morals of action. When linking this to tourism action, Tribe (2002) represents ethics as not only knowing what is good (or the right thing to do), but also behaving and conduction in a ‘good’ way. The development of ethics in tourism was developed from a more operational perspective in the 1990's via the AIEST congress in Paris (1992) and the Rio Earth Summit (1992) respectively. Conference delegates agreed to follow the proposed “Agenda 21” which states that Businesses and Industry should adopt codes of conducts that encourage positive environmental practice (Genot, 1995 in Fennell, 2006). Codes and Ethical Conducts emerged from AT and ST for both the industry and the tourist. These codes and conducts have evolved over time and generally come from industry, government, NGO and researchers. The WTO Global Code of Ethics for Responsible Tourism (1999) provides a framework for stakeholders to follow trying to ensure responsible tourism for all. However the reality of adhering to a global code of ethics and rectifying the problem that comes with ongoing impacts is not that straight forward. Stricter rules and penalised legislation may be required (Eades, 2011). Perhaps more realistic guidelines need to be put into place with inputs from independent, smaller players along with host communities. These are the real contacts that the visitor has with the industry and who are arguably most affected by tourism practices when visiting a destination. Although the content of certain codes and conducts may be put into question and consider further discussion there is evidence that tour operations, associations and travelers are continuing to assist in the sustainability of tourism. This is seen with tour operations who have joined with ATR (Agir Pour un Tourisme Responsable; Action for Responsible Tourism) and ATES (Association pour le Tourisme Equitable et Solidaire; Association for Equitable and Interdependent Tourism) (Dornier et al., 2011) along with the UK's Tourism Concern and the Association of

British Travel Agents (ABTA) who are active in promoting responsible tourism. Websites such as Ethical Traveler encourage, inform and educate visitors along with Rough Guide – Better World, one of the travel industries most used travel guides and social networks enable travelers to discuss, inform and recommend future likeminded travelers.

1.2. Evolution of the Ethical Tourist and the Youth Travel Market

The trend for a different type of holiday was described by Krippendorf (1987) as far back as 30 years ago, when he applied the need for a different type of tourism experience to Maslow's pyramid of needs. Once the tourists basic needs for physical recreations such as sleeping, eating and drinking were satisfied, the tourist would require emotional recreations to fulfill and satisfy his needs. These come in the form of social, self-realisation, knowledge and exploration, creating a tourist typology with independent, respectful and responsible characteristics towards his environment and the societal environment he was visiting.

Tourists are becoming much more demanding in general. King (2002) states that “travel” is much more about visiting a place, it's about restoring oneself, achievement and experiences. Today “tourism and travel” are more of a statement, what one would like to see in themselves and their lifestyle (King, 2002). The need for a more emotional experience in holiday making “is a specific example of the consumer trend towards the purchase of more ethically traded products and increasing pressure across most sectors for evidence of corporate social responsibility”.(Goodwin & Francis, 2003 p: 272). It has been highlighted through the literature (McDonald et al., 2010; Goodwin & Francis, 2003; Datamonitor, 2002) that the ‘feel good factor’ of being ethical and knowing that your destination choice conforms to ethical actions via its environmental, social and economic equity draws a certain type of tourist to different forms of alternative tourisms.

Research carried out by an array of authors (see UNWTO, 2016; McDonald, 2015; WYSETC, 2011; Xu et al., 2009) who denote that this market is not only linked to the characteristics of alternative tourism but are also seen as be resilient and less volatile than other tourist segments. This niche market is positively perceived for the financial support it brings to the global tourism industry. Research has also shown that young travelers tend to repeat visitation in their life cycle with partners and children, creating loyalty and value to the destination over a lifetime (Gardiner et al., 2013). “The social and cultural benefits for the young traveler and the communities that host them are far reaching, long-term and measurably more sustainable than other forms of tourism” (Ulises ORTEGA, Executive Committee Chair, WYSETC, 2011, p. 3). Xu et al., (2009, p. 255) agree, “The experiences of young travelers today also provide an important basis for their travel decision late in life.” They have become more adventurous, they want to meet the locals, visit destinations off the beaten track, enjoy meeting new people and cultures and develop their knowledge.

In order to contribute to a better understanding of the role of ethics on tourism and its influence on the French Youth Travel Market's behaviour, we chose to carry out a field study with a panel of French students. The following section presents our methodology for collecting and analyzing the data collected.

2. Methodology, results and discussion

In this section we present our methodology and results based on the discourse analysis taken from the corpus of verbatim. We continue to discuss our results providing both a literature and academic support to our research. We conclude by highlighting the contributions and

limitations of this research.

2.1. A qualitative approach to collect in-depth data

The aim of this research is to examine how the Youth Travel Market perceives the role of ethics on tourist destination image formation and its influence on holiday choice. The principal research questions that derived from this aim were (a) what are the emerging attributes that define ethical tourism? And (b) how do ethics influence tourism for this specific market of educated travelers.

We adopted a constructivist and qualitative approach that allowed for rich knowledge and contribution to be transferred to several academic disciplines and provide managerial implications for the tourism industry. A Snowballing method was used to recruit this purposive sample with an aim of providing diversity to generate a more profound and wider scope of information. The information was collected from an array of youth respondents (18 yrs – 22 yrs) who attended both public universities and private business schools.

The panels of French youth were informed of the research aim and permission was given to film and record the groups' discussions. The focus groups discussions provided a discourse analysis, enabling the researchers to explore, using open questions (Malhotra and Birks, 2003) and evolve the research design as and when necessary.

The answers were then aggregated in order to constitute a corpus of verbatim that was derived from 250 pages of transcript. The discourse analysis method was chosen primarily as it provides the possibility of highlighting the underlying nature of the declarations. It appears to be the most relevant for dealing with the contents of personal subjects, such as ethics and tourism (Fallery & Rodhain (2007)). The panel was a constitution of 25 French youth respondents, derived from 6 focus groups, generating 10 hours of records and 250 pages of integral transcripts.

We chose the Tropes software as a data analysis device³. The particularity of this analysis of semantic content is to identify the "reference universes" that structure the discourse. These universes of references consist of a set of terms of semantic equivalence, previously parameterized using "scenarios". In line with our research questions, we have created scenarios centered on ethics, tourism, culture, respect and people. We carried out 2 analyzes on our 2 categories of respondents (18 to 20 yr olds) and finally opted for an analysis of the global corpus due to the regular convergence of responses.

Table n°1 Panel

Nombre de répondants	Paris	Nice
18 – 20 yr old		12
21 & 22 yr old	8	5

2.2. Main results

³ See: the cognitive-discursive analysis (Ghiglione et al., 1998)

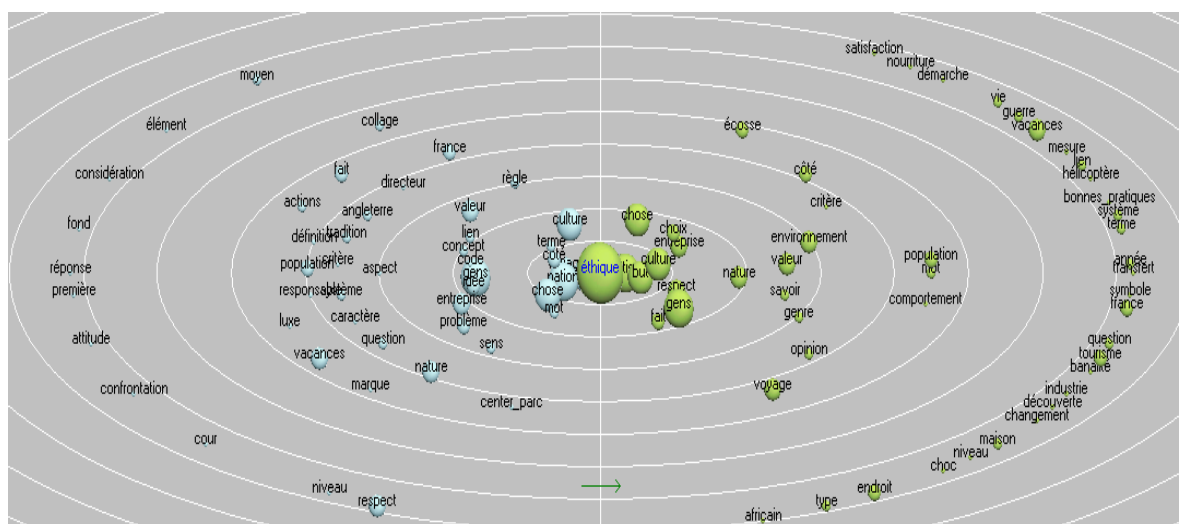
The discourse analysis of our respondents led to the identification of key words, reference universe, structuring the discourse, using the "scenario" function of Tropes. The extraction of key terms from our research allowed us to isolate 5 reference universes, according to the overall aim of the research.

References	Frequency
Ethics	2574
People	1472
Culture	742
Respect	343
Tourism	140

We have chosen to present these 5 universes of references in the form of graphs in area. Of the 5 graphs, each reference is represented by a central sphere whose surface is proportional to the number of words it contains. The distance between the central class and the other references is proportional to the number of relations that bind them: in other words, when two references are close they have many relations in common, and when they are distant they have little relation in common.

This type of graph demonstrates the positioning of a reference or category in relation to the environment. The orientation of the references displayed to the left of the central class is its predecessors or its causes, those displayed on its right are its successors or its consequences.

Graph n°1: Ethics



The most significant relationships demonstrated in the above graph (n°1) concern the proximity between the explanatory references: nations and culture with respect to ethics. A multitude of consequences of ethics are observed such as respect, people, nature, environment, holidays.

Ethics is first defined in a macroeconomic vision as the foundations of a nation, based on its history and values, but also on its geography. Destination tourism is influenced by its factors. The individual approach to ethics in this context is defined in the consciousness and behavior towards the choices of destinations and the expectations of the tourists.

The verbatim develops the idea of adaptation to local lifestyles. It emphasizes that it is necessary to adapt the behavior to the local people and to become aware of the local culture. The role of education and the media is very important for understanding what ethical tourism is and also for investing in ethical tourism. People need information, to be educated to understand what ethics is. A parallel is established with the notion of sustainable development, which gradually becomes part of the natural thought process of which the media and advertising have a key role in creating awareness (See Jose, 2012; Başgöze & Tektaş, 2012).

Verbatim and associated terminology extraction

Adaptation to local ways of life

It is therefore necessary to adapt our behavior to the local life and to become aware of the local culture. For example, do not go to Africa and ask for Caviar. It is really living with people on the spot, understanding how they are, how they live, what their needs are, what their expectations are...

I was with friends and you do not necessarily have a lot of money when you go on holiday with friends. But in the end I found it more fun because it allowed me to meet people and the trip was not at all organised. It's a bit last minute. Unlike organized trips, this is the best. What I also seek is the proximity with the locals. I would prefer to be with people and not only to learn about culture, I could just as well read it in books but what really interests me is to see it through people and how it expresses itself through people and not just judging on what I heard or read. I prefer to go see people and so for me it would be a more ethical journey to take an interest in people. An ethical vacation is being sincerely more interested in the population than in 5 star hotels. I'm not interested in going to visit museums; I prefer to go see people to know their culture.

The role of education and media

Education is very important for understanding what ethical tourism is and to invest in ethical tourism. People need information, to be educated to understand what ethics is. It is not innate. The earliest education will start in schools for example, even only notions, the easier it is transferred and understood the more it will be "anchored" in us. But there is a mass of people who hold on to their prejudices about the culture of a country. So for me, to travel with prejudices seems complicated. It is like sustainable development, little by little it is becoming a natural process, people know what we are talking about, and they are beginning to take an interest. Maybe soon there will be advertisements on television for ethical destinations and maybe people will ask questions, maybe they will want another form of holiday because in the end they may want to find something different to what they have at home. An ethical man is a cultivated man too. Culture plays a very important role in building ourselves.

Ethical destination

The environment is a problem that is increasingly being discussed in politics; this could be for some people, an ethical destination.

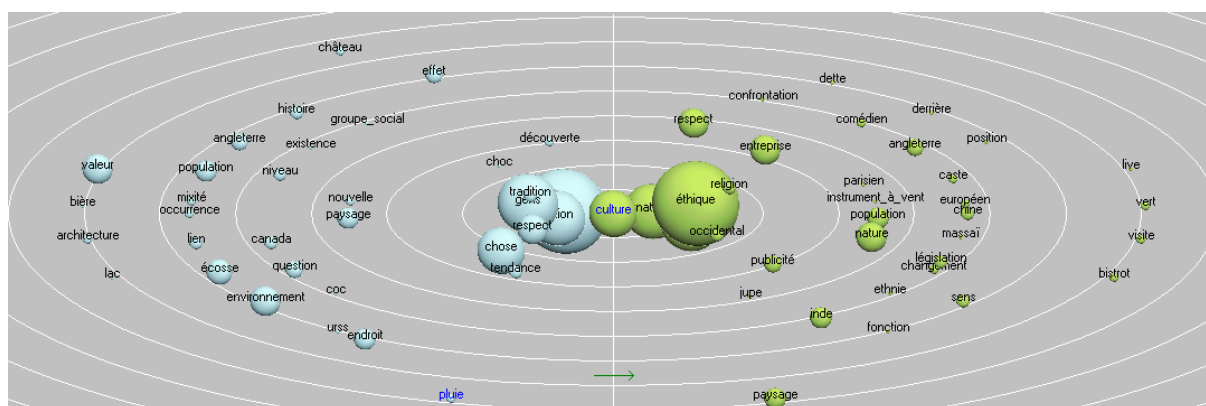
It's perhaps the beginning for destinations to be seen as being ethical, but it will develop. The fact that a destination is ethical is important for local people...that is to say the place where one will go: not to degrade the environment, not to disrupt them too much in their habits...

Various touristic goals

Build a school or help people yes it would please me more, I prefer to do that but there is little demand. I inquired a little about helping the local people in Africa for example. You pay 3000 € your trip, you are the one who finances everything. You come to a budget and things that are inconsiderate.

On the other side, ethics is not necessarily helping others and volunteering. Well, I do not think so. Ethical tourism has also gone to destinations that have a certain authenticity and certain values that you seek, which also changes you. So, it can be so relaxing.

Graph n°3 : Culture



Tradition and respect for a country as well as values impact culture. Ethics and also religion are consequences of culture.

Culture is influenced mainly by tradition, values, history and architecture. Culture has implications for ethics and respect for values. Some countries are naturally more ethical than others. Ethics also depends on culture. The respondents emphasized that it cannot be said that practices in a country are not ethical just because they belong to a local culture that is different from ours. One cannot compare the two cultures and say that one is better than the other; that one culture is more ethical than the other. Ethics are personal. One respondent quotes Levy Strauss who wrote about the shocks of cultures: *"It is not because there is a confrontation that there is one that is bad and one that is good."* Ethical tourism is a cultural encounter. It allows meeting the inhabitants, to visit monuments, landscapes but above all it is a question of meeting people, understanding their culture, their language.

Verbatim and associated terminology extraction

Definition and impact

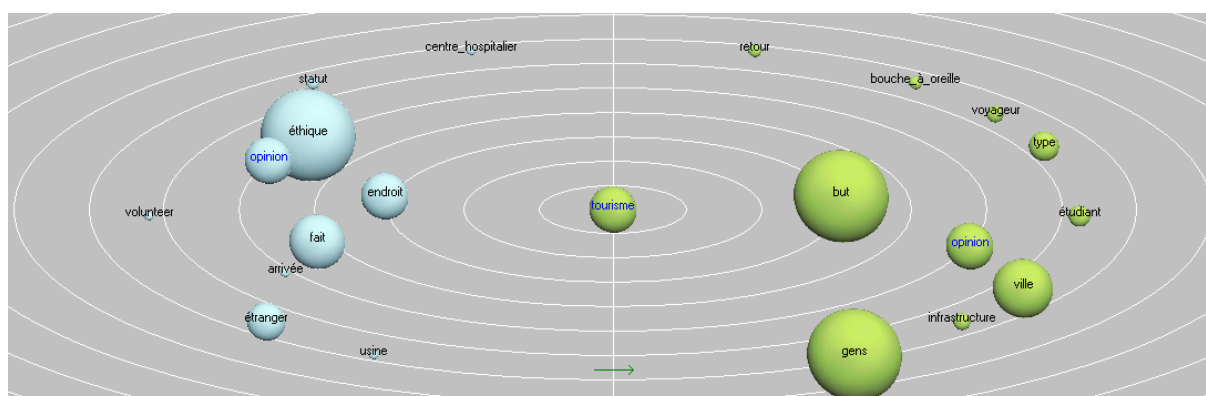
Culture offers multiple relationships. It is influenced mainly by tradition, values, history and architecture. Culture has impacts on ethics, nations and respect. I think it's rooted in culture; there are countries that are naturally more ethical than others. Ethics also depends on the culture.

We cannot say that practices in a country are not ethical because they belong to a local culture that is different from ours. One cannot compare the two cultures and say that one is better than the other; that one culture is more ethical than the other; each individual has personal ethics. This is a little bit like what Levy Strauss wrote in relation to the shocks of cultures: "It is not because there is a confrontation that there is one that is bad and one is good. »

Culture encounters

It makes it possible to meet locals. When visiting a country, one visits monuments, the landscapes but one must meet people also, understand the culture, the language.

Graph n°4: Tourism



Tourism is related to ethics as a consequence, as are opinions and touristic sites. Tourism generates goals and is people related. These results question the way in which the ethical image is shaped and the role of the media in this context? Expatriates and tourists who provide feedback of their experience, predominately via word of mouth and tourism site blogs that were seen as being important advocates for the tourist destination's image. The tourism industry, especially those who sell the products such as travel agents as well as local governments and the media were seen as being responsible for focusing on the country's values and for communicating what can be discovered in the country; this is what represents the image of the place. When a country opens up to tourism, it should be for the benefit of the people. The individual consciousness of ethics is the idea of a better world for all. It is the idea that, irrespective of differences between peoples and cultures, it is possible to improve the lives of local people.

Verbatim and associated terminology extraction

How is the ethical image shaped and what role for the media?

Who is responsible? Travel agencies, local Government, the way they sell themselves, for example in their advertising. How they emphasize the values of the country and what can be discovered in this country, giving a typical image of the place. The expatriates too, for example in Nepal we all have the image of the priest of the monk of Nepal but we never see advertising.

It is the people who come back and talk about it, the tourists and word of mouth feedback experiences. This is what the people we know who have gone there and who report the information, or people who post comments on the Internet to say how they found a particular destination. Blogs are important too. Now the Internet is the means of information that is the most direct and the fastest so we have more tendencies as soon as we have a question to go on the Internet so it is very important what we post on the Blogs.

But who is responsible for the image of these tourist destinations? It is the tourism industry. It is those who advertise to sell their products. It is the countries themselves. It is also the media with their reports. In reality, it can be everyone. It (the image) just has to be turned in a way that makes people think about their impacts on the environment, on people. In tourism, an ethical action would be to use the local workforce rather than to make people work from the outside. When we set up countries to make them touristic, we must at least give it to the people who live there.

The individual conscience of ethics

For me ethical tourism is the idea of a better world for everyone. It is the idea that, regardless of our color, regardless of where we come from, whatever our culture, we will succeed in improving people's lives on the spot and improving ourselves. Something present, but it also gives us a sense of self, it improves our idea of culture, it forges our personality. It's really an idea to share, to be together to get better. For me it's sharing with the locals. That's the main idea for me. For me, ethical tourism is about sharing and helping local people. It is also eating local food. It is a way to develop our own culture by sharing and taking the aspects we have taken from another culture to enrich ourselves. For example, I have learned a lot from Mexicans who are always very

Primary findings of our research highlight the growing importance of ethics, environment and social concerns of young travelers. The results demonstrate that an ethical tourist destination image is principally influenced by social and environmental impacts.

Ethical tourism opposes mass tourism encompassing several forms of alternative tourism practices with the aim of economic and local population development. The preservation of cultural and social values is demonstrated, demonstrating above all, a need to have an authentic meeting between travelers and the local population. The objective of ethical tourism is thus to preserve the natural resources of the territory while improving the living conditions of the communities residing there. Ethical tourism implies that different actors have a certain responsibility in the type of tourism that it develops. It is a way of thinking that may be applied to all forms of tourism. It encourages one to critically reflect on behaviour in order to inform behavioural change (WCTE, 2005; Lovelock & Lovelock, 2013)

According to our results, culture is seen as a set of distinctive behaviors, spiritual, material, intellectual and affective signs, ways of living together, systems of values, traditions and beliefs, confirming the UNESCO studies (2001). The question of the reciprocal links between tourism and culture, takes into account regional, national and international policies⁴. At the level of policies and planning, the results show protection of the culture, heritage and natural sites. They confirm the findings of Robinson and Boniface (1999) about the excesses of an anarchic and uncontrolled tourism promotion. The confrontation with "others" or different cultures may pose problems as tourists, but also as individuals. Globalization generates increasing contacts with other cultures, which allows us to see the specificity of each, but also what they have in common. Tourism can make a powerful contribution to a better understanding of different places and peoples, with their past, not through the presence of sites or events that do not necessarily represent the social reality of the country, but by a more democratic approach of culture by the individual.

Hultsman (1995) explains that ethics is a philosophical concept that dwells into the behavioural values and morals of action. When linking this to tourism action, Tribe (2002) represents ethics as not only knowing what is good (or the right thing to do), but also behaving and conduction in a 'good' way. Our findings clearly confirm these authors. Our young respondents developed the idea of doing 'good.'

Concerning the role of media and government advertising, we follow Dolnicar et al., (2014, p. 3). According to this author, the role of destination image is recognized "*as one of the key building blocks of successful tourism marketing.*" One of the most cited definitions of destination image in the literature comes from Crompton (1979, p. 18) who defines tourist destination image as, "*the sum of beliefs, ideas and impressions that a person has of a destination*" thus providing a holistic image that may be influenced by the tourist's psychology, anthropology, geographic, culture and family setting (MacKay & Fesenmaier, 1997) as well as their motivation, accumulated experience of travelling and socio-demographic characteristics (Beerli & Martin, 2003). Our findings confirm these definitions and factors of influence centred on the tourist's psychology, environment, concerning the youth market as well.

According to our results and fitting with the literature, young tourists are becoming better

⁴ [http://whc.unesco.org/sustainabletourismtoolkit/sites/default/files/2.%20UNESCO%20\(2006\)%20%20Tourism,%20Culture%20and%20Sustainable%20Development%20\(FR\).pdf](http://whc.unesco.org/sustainabletourismtoolkit/sites/default/files/2.%20UNESCO%20(2006)%20%20Tourism,%20Culture%20and%20Sustainable%20Development%20(FR).pdf)

educated and informed which creates a knock-on effect regarding choice and new opportunities for unique experiences (Mohsin, 2005). Hong-Bumm (1998, p. 341) adds, *“destination choice is influenced by the individual’s perception of alternative possibilities and the feasibility of these perceptions.”* Perception therefore assists in differentiating one destination from another and is considered to influence the integral process of the individual’s decision (Baloglu & Brinberg, 1997), sustaining a stronger influence than socio-demographic and behavioural factors (Lee et al., 2010).

Conclusions, limits and perspectives

The aim of our research was to examine the perception of ethics on tourism and its influence on the behaviour of the French Youth Travel Market. Based on the literature findings of ethical consumerism, ethical tourism and the growing importance of the ethical tourist, we examined the role of ethics on tourism from this opportunistic market’s perceptive. The importance of ethical tourism was identified, justifying the need for alternative tourism research and its application to destination marketing and management.

Primary findings of this research contribute to a better understanding of how young, educated and environment sensitive people perceive ethical tourism and choose to travel. Furthermore, we highlight the role of education, media and government promotion in the marketing of touristic destinations. The results constitute assets of managerial considerations for tourism and tourist activity. These considerations will be key when developing future tourism products for a target market who are the future visitors of an ever increasing accessible global environment.

Finally, we wish to emphasize the main limitation of this work, namely, the number of respondents. With only 25 participants, the data analysis by groups of respondents is limited. We therefore plan to conduct a larger scale survey to extend this first exploratory phase, with a possible extension via Internet sites and the analysis of blogs.

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