

7 The Influence of Ethics and Sustainability in Tourism Marketing

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The objectives of this chapter are to:

- ☐ Examine the concepts of ethics and sustainability,
- ☐ Discuss the influence of ethics in marketing a tourism experience,
- ☐ Discuss the benefits of an ethical marketing approach,
- ☐ Discuss the effects of an ethical approach to marketing on sustainability.

Introduction

Tourism is a global industry that contributes significantly to the economy of many countries. As the world becomes more interconnected, accessibility and ease of travel have transformed tourism into a multibillion-dollar industry. However, the rapid expansion of this sector also brings important ethical challenges. Marketing in the tourism industry plays a crucial role in promoting destinations, services, and experiences, but with such power comes responsibility. This chapter explores the influence of ethics in tourism marketing, considering how ethical principles shape marketing strategies, affect consumer perceptions, and contribute to sustainable tourism practices.

Defining ethics

In a first and necessarily simple approach, ethics is closely linked to the value framework of a society, meaning it will always be the battleground between good and evil, right and wrong, what is due and what is undue. Some authors have tried to scientificize ethics, but these efforts usually highlight that there is no, never has been, and never will be a universal ethics (Vidal, 2024). This arises because ethics involves qualitative assessments of the relative value of cultural practices, characteristics, and varied identities, which always depend on specific historical circumstances that cannot be universalized (Fraser, 2009). Imagining a