

**Fennell, D. A. (2018). *Tourism ethics: Aspects of tourism* (2<sup>nd</sup> ed.). Channel View Publications. [https:// doi:10.21832/9781845416362](https://doi.org/10.21832/9781845416362). Ebook, 405 pp.**

The book of D. A. Fennell is an affirmation of the phenomenon of globalization and cosmopolitanism at work in tourism. It is the task of tourist-philosophers, travelers, tourism scholars and practitioners, and policy makers to develop a tourism industry that values more than just profit and pleasure for the sake of the common good. The book is one of the most in-depth introductory text on ethics as applied to tourism. It provides sufficient philosophical ground for examining the deep philosophical perspectives on human nature revealed in tourism – that we are ethical and rational beings by nature, as we are global and cosmopolitan people. It is a demonstration of how we can do philosophizing, critical thinking, creative thinking, and reflective thinking in traveling.

Truly, *Tourism Ethics* is a significant contribution to tourism literature for tourists, travelers and explorers alike. The manner of viewing ethics in the context of freedom of travel and tourism experiences makes it accessible to both students and tourism professionals. Putting importance to ethical considerations in tourism development, management and behavior makes it a fundamental reading for all tourism professionals. The book is written in a friendly and engaging manner. It definitely sets a new benchmark in tourism literature and studies. It is a must-read book.

Fennell's approach to the topics is creative, moving back and forth from theory to praxis. He explores theory and practice from a philosophical point on view. Philosophy provides an overview of work in

moral reasoning and development. He constructs the theory with real-world tourism ethics problems and issues. The first four chapters prepares the reader's mindset about philosophy and ethics, being pre-requisites to appreciating and understanding Tourism Ethics. In this way, the book is unique, laudable, admirable, and interesting to read and review. Without understanding this, the whole book might not be welcomed.

The book is well-organized into twelve chapters, discussing different themes and positions in turn. When it comes to ethics and philosophy, chapters Three and Four are the heart and soul, as ethical theories and codes are applied to the business side and real-life situations in tourism. Let me briefly discuss my critical reflections about each chapter.

Chapter One introduces tourism activity, tourism impacts, ethics and tourism. The author affirms ethics and philosophy as the starting point. Tourism cannot be explained apart from understanding the human being. Ethics, then, is important as the basis of the tourism industry. At the same time, one must think or look deeper into tourism as an industry to better understand the developing human condition. For deeper still than the conventional material on ethics, this viewpoint led him to further "...research on the biological and cultural basis of human nature, providing a holistic base ..." (Fennell, 2018: 14).

Chapter Two synthesizes the rich literature on the cultural and biological basis of human nature. This includes biological antagonism and evolution of ethics. Why is human nature significant? Our human nature is one factor that influences who we are and what we become. Broadening one's mind or appreciating our culture, our tradition, or ourselves depends on understanding human nature. This understanding gives us critical insight into what works for humans, as well as what does not work. The argument carried forward is that we must have a firm grasp of human nature in order to better understand the role of ethics as a fundamental aspect of our natures. This will lead us to better appreciation of our mores or ethos regarding the understanding of our ethical values or virtues.

Chapter Three focuses on the foundation of ethical discourse and the historical foundation of philosophy. It introduces philosophical terminology like morality and ethics, values and norms. The section

on Classical Antiquity revisits the thoughts of philosophers like Socrates, Plato and Aristotle, and Hellenistic ethics. Fennell emphasized the *absolute theories*, covering deontology, teleology and existentialism as one of the predominant subjectivist ethical theories (63-85). Each of these was discussed thoroughly with all their philosopher-representatives. As previously mentioned, I refer to this chapter as the heart and soul of the book. Philosophy and Ethics are necessary in understanding and appreciating Tourism Ethics. Without them, tourism industry will just be likely viewed as pure business-for-profit. The author was able to express what he wants his readers to appreciate: the basis of ethical discourse.

Chapter Four is more on applying the ethical principles and ethical theories. In particular, it applies ethics in terms of morality, rules, laws, justice, rights, responsibility and free will. Universalism, relativism and circle of morality were explained and applied to some cases or scenarios in the industry. Hopefully, non-philosophy majors will appreciate this book, as I admire the author's emphasis and manner of re-appropriating the ethical principles in tourism as well as in other industries.

Chapter Five is about the Nature of Politics and Economics. Fennell notes that "Profit appears to be a central part of the human condition" (115). In the section on *Politics, Power and Capitalism* (121), each is examined along with their bearing on tourism in developing countries. He provides an illustration of the history of trade as a fundamental aspect of our human nature, highlighting self-interest and cooperation. Remarkably, although it could be considered just another trade, he finds tourism as "...a commodity that forces us into situations where reciprocal altruism can be practiced" (132).

Chapter Six is about the business side of Ethics, further expounded through the notions of *corporatism* and *individualism* (133). Corporatism is associated with individualism, and corporate responsibility is examined along with trust and culture within organization. The chapter ends with an examination of social status and the culture of consumption, laying the foundation for a more comprehensive treatment of business and ethics.

Chapter Seven discusses ethics and the natural world through an examination of ecosystems and ecosystem services, stewardship,

values and rights, and environmental ethics. As Fennell succinctly put it, he «[...] sought to shed light on the eroding relationship that is found to exist between humans and the natural world. Although we are cognizant of the importance of the ecological services that the natural world performs for us, we have been decidedly ambivalent in factoring these into our policy and financial calculations. We simply do not wish to acknowledge the inherent worth of the natural world, for its own sake, for fear that it will either reduce business or increase costs.» (198-199).

Chapter Eight focuses on broad-based concepts and issues that have an effect on tourism. It explains major ethical and industrial level concerns in tourism, among them are social traps and governance, accreditation, best practice benchmarking and the precautionary principle, and Tragedy of the Commons (in reference to the Prisoner's Dilemma) (223). It further discusses the concept of governance from informal and formal standpoints, emphasizing the call for interactive governance (200).

Chapter Nine specifically deals with codes of ethics in tourism. Adopting a code of ethics is proposed to express and institutionalize guiding principles intended to help professionals conduct business honestly and with integrity. The most important benefit of a code of ethics is that it can foster an environment of trust, ethical behavior, integrity, and excellence. In his words: «Codes of ethics have garnered the most attention of all aspects of ethics in tourism. While they have been criticized for a number of shortfalls in regard to implementation and compliance, there are many who still feel that they have an important role to play in tourism by virtue of their contribution as a touchstone for guidance, reminding all employees and stakeholders to see the bigger picture.» (250)

Chapter Ten discusses a number of models and methods of moral reasoning, as drawn from business and psychosocial development literature. Fennell effectively delivered his intent of outlining them as reference for Chapter Eleven, where they were appropriated in varied tourism scenarios (251).

Chapter Eleven presents case study analyses, seeking to apply the gamut of moral decision-making frameworks. It shows how ethical dilemmas in tourism can be examined in a number of different ways,

with due consideration to a three-stage method of addressing tourism industry issues, the categories being: (1) basic dilemma; (2) specific ethical issue; and (3) application of a moral decision-making framework. The purpose of the last method is “to cast a different light on how we might address the situation through ethics” (281).

Chapter Twelve utilizes the notions of interdisciplinarity, knowledge and complexity in the development of ethical framework for tourism. Fennell maintains that to develop an effective ethical framework, given the inherent complexity of tourism issues, the knowledge base and tourism research must necessarily be interdisciplinary (319).

Overall, I find the book philosophical, challenging, informative and self-reflecting. *Tourism Ethics* provides a healthy outlook towards the meaning of life in traveling. It will inspire or stimulate the learners to continue asking questions and finding solutions to a problem. Indeed, the search for a meaningful travel or pilgrimage could be approached through understanding the philosophy of tourism. This is what philosophizing is all about. We just have to self-reflect and do higher philosophizing in a rational discourse.

I highly recommend this excellent book for further readings in college or even graduate studies. In fact, it can serve as a textbook for *Philosophy of Tourism* or *Tourism Ethics*. This book can serve also as useful tool for further and deeper writing about the *Philosophy of Traveling* and or *Philosophy of Tourism*. It is interesting to read and triggers our minds to broaden our doing philosophy. It is excellent as a textbook for tourism students and a supplementary book in ethics. It is well-written. It has excellent case studies, discussion points, good formulations of codes of ethics, chapter reviews, and vast bibliographies.

I do applaud this book sincerely. It can serve as a good social influence. *Ethics of Tourism* is an important element towards living with a healthy behavior and outlook to tourism, globalization, and cosmopolitanism. The simple presentation, combining philosophical novelty and practical applications, makes it easy to follow. It can be an important text for students and researchers in tourism, recreation and leisure studies, geography, environmental studies and business. It is fun to read and could be appreciated by academicians, tourists, travelers and more general audience.

His latest book (2020), *Sustainable Tourism: Principles, Contexts and Practices* provides a comprehensive overview of sustainable tourism framed around the UN's sustainable development goals. Fennel's *Eco-tourism* (2015) and *Tourism and Animal Ethics* (2012) are some of his previous books that I also highly recommend.

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