Sustainable Holiday Learning: Ethical Standard for Travel Agent

Any Noor
Bandung State Polytechnic, Bandung, Indonesia
anynoor@polban.ac.id

Nono Wibisono
Bandung State Polytechnic, Bandung, Indoensia
nn_wibisono@yahoo.com

Abstract— The increase of tourist arrivals recently reach more than a billion and marked above average growth since the 2009 economic crisis globally. The increase of business cope with the increase of tourist needs such as food, water, and energy in a well condition while travel agent ignore of those resources and continue to exploit them. Travel agent practices arise in term of business to get cheaper prices from food supplier or international restaurant franchises as well as the use of transportation vehicle without compromising the negative impact on environment. The paper outline weaknesses in relation to the lack of implementation of ethical standard related to sustainable tourism. To do so, the concept of general framework on sustainability as travel agent continues to gain their business ethically. The magnitude of travel and tourism industry trends endangers mostly on environment while tourist also attract mostly to high quality environment. The purpose of this paper is to articulate a set of ethical standards for travel agent. The standards are focused on promoting sustainable holiday principles for travel agent. The mission is based on literature review from previous studies focus on ethical standard at tourism industry. Global code of ethic for tourism becomes an important concept to be aware of by today tourism business that already left behind the practices. The code features implementation mechanism for responsible and sustainable tourism which contain comprehensive principle account for economic, social, cultural and environmental component of travel and tourism. The code also promote into government legislation, business practices and traveler's attitude. Therefore, as the commitment of sustainable holiday for travel agent, the standard should be applied in travel agent business operation to improve the quality of environment, economic and socio culture at the destinations.

Keywords—sustainable holiday; ethical standard; travel agent)

I. INTRODUCTION

International tourist arrivals reached 1.138 billion in 2014 and marked the fifth consecutive year of above average growth since the 2009 economic crises. International tourism also hit a new record, reaching US$ 1.197 billion in 2013 which is US$ 230 billion higher than in the pre-crisis year of 2008 [1]. The travel industry contributed US$ 7.6 trillion that account to 9.8% of world GDP in 2014. Travel and tourism employed nearly 277 million people in 2014 which is equivalent to 1 in 11 jobs in the world. By 2025 forecast, the numbers of employment rise to 356 million and reach US$ 11 trillion to global economy [2]. Recently, travel and tourism growing at a faster rate than both the wider economy and other significant sector such as automotive, financial services and health care, proving the growth and increased opportunities for travel from those in this new market [3].

Numbers of studies on mass tourism activities such business of tour operators are considered responsible for generating the most severe negative impacts of tourism; naturally, mass tourism is unable to fulfill the requirements of sustainability [4]. In contrast small group activities of tourist are considered beneficial and more responsible on sustainability [5]. Sustainable challenge is to be applied on all tourism activities by incorporating strong preventive approaches. In addressing the negative impacts of tourism, the industry should than practically prevent harm while developing and managing tourism activities [6].

The paper outlines the main weaknesses in relation to the lack of implementation of ethical standard related to tourism. To do so, the concept of general framework on sustainability as travel agent continues to gain their business ethically. The magnitude of travel and tourism industry trends endangers mostly environment, while tourists attract mostly to high quality environment. Not only environment, but also economic to where the tourism took place as well as the socio culture impacted from travel and tourism.

II. LITERATURE REVIEW

A. Global Code of Ethic for Tourism

Sustainable tourism concept has been presented by UNWTO as tourism take full account of current and future economic, social and environmental impact by addressing the needs of visitors, industry, the environment and hosts communities [7]. Sustainable tourism should make optimal use of environmental resources, respect socio cultural authenticity of host communities and provide viable, long-term socio economic benefit to all. With the culture and natural resources as the core of tourism business, developing sustainable policy guidelines, providing indicators and

monitoring sustainability are expected in the tourism industry. To this reasons, the growth of tourism bring the important responsibilities of sustainable tourism that will maximize the positive contribution and reduce possible negative impacts. A global code of ethic for tourism were therefore developed [8].

Global code of ethic for tourism officially recognize by the United Nation General Assembly in 2001 has reinforced the importance of considering a number of ethical questions related to tourism responsibilities on local communities and natural resources, social and cultural as well as environments [8]. The code features implementation mechanism for responsible and sustainable tourism. It contain comprehensive principle account for economic, social, cultural and environmental components of travel and tourism; design to guide different player and to develop tourism in a sustainable way. The code promote into government legislation, business practices as well as traveller's attitudes.

All stakeholders in tourism development – national, regional and local administrations, enterprises, business associations, workers in the sector, non-governmental organizations and bodies belonging to the tourism industries, as well as host communities, the media and the tourist have different interdependent responsibilities in the individual and societal development of tourism and that the formulation of their individual rights and duties should contribute to meet the aim [9].

Global code of ethic for tourism consists of ten principles [9] that are:
1. Tourism contribution to mutual understanding and respect between peoples and societies;
2. Tourism as a vehicle for individual and collective fulfilment;
3. Tourism as a factor of sustainable development;
4. Tourism as a user of the cultural heritage of mankind and a contributor to its enhancement;
5. Tourism as a beneficial activity for host countries and communities;
6. Obligations of stakeholders in tourism development;
7. Right to tourism;
8. Liberty of tourism movement;
9. Right of the workers and entrepreneurs in the tourism industry;
10. Implementation of the principles of the global code of ethic for tourism.

The important of global code of ethics for tourism is a positive instrument toward the alleviation of poverty and the improvement of the quality of life for all people, and is potential to make a contribution to economic and social development, as well as integration of environmental protection especially at the developing countries [9]. The need of global code of ethics for tourism is vital as most organization doing business in accordance with the law regulation of tourism industry meets minimum standards of responsible behavior of tourism participants, especially on the business of travel agencies. So in that sense, travel agencies are required to base their business on the principles of the code of ethics. Implementation of the law in tourism were a powerful tool for guiding travel agencies conduct to ethical and social responsibility [10].

B. Sustainable Holiday

Sustainable holiday is rooted form sustainable tourism concept that is fundamentally linked to the idea of sustainable development as it has been interpreted in the Brundland Report of 1988. Sustainable tourism focus on the need that tourism development should enhance natural riches and contribute to socio-economic progress of the destination. Sustainable tourism increase awareness on environmental sensitivity and ecological consciousness within tourism activity [11]. In contrast, the ambition on mass tourism is to have quick economic revenue while the places only pay little emphasis on environment, social impacts and sustainable development. Alternative tourism emphasis on slow sustainable growth that allow more sensitive for local social economic needs. Tourism revenue can be spent in the destination for a long term perspective tourism development [12].

Holiday and short day trips have become a part of modern societies. In the past, traveling used to be a privilege, but nowadays tourism is a mass phenomenon. Tourism is a market of high economic importance for industrialized countries and less developed countries which have become tourist destinations. It is believe that holiday impact to environmental issues, the overall number of trips, the choice of destinations and distances traveled, as well as transport mode choice are crucial [13]. In order to make holiday more sustainable, many studies examine the environmental impact of tourism mainly consider the effect of tourism at the holiday destination. The main objective is to develop of a sustainable, green or gentle tourism and the protection of ecologically sensitive region as Harris and Griffin in [13].

The definition of sustainable holiday were derived from sustainable tourism. No specific definition of sustainable holiday were mention, but as traveling to destination were being a main modern societies, sustainable holiday is inserted to the activities include environmentally sustainable travel to destinations. Sustainable holiday is important to encourage travel focus on holiday activities that would help support natural and cultural aspect as well as economic development at where the travel activities took places.

C. Sustainable Holiday Practice at Travel Agent

Tour operators play an important roles in changing behaviors and attitudes towards more responsible forms of tourism by (a) influencing the volume and direction of tourism flows, (b) integrating and affecting attitudes and practices of

numerous tourism suppliers and stakeholders, and (c) shaping destinations and local communities [14]. Recently, public awareness of the environmental impact has increased that expressed in the growing demand for more environmentally and culturally sensitive holiday experiences. This shown on the expect sustainability consideration to be integrated into their holiday. In response, tour operator must operate sustainability to remain competitive [15] and slowly changing the attitude of tour operator's towards environment in the tourism destination [16].

Nowadays, many studies indicate that tour operators are the key in achieving more sustainable form of [17]; [18]. Tour operators start to recognize their responsibility for the negative impacts of tourism caused by tourist in which facilities used during their holiday as well as tour operators take more proactive attitude and start to develop environmental policies and plans [19]. Tour operator commitment on sustainable tourism concept are one of their business practices by working together through common activities to promote and disseminate methods and practices compatible with sustainable development [20]. Areas that tour operators integrate sustainability process include: (1) internal management, (2) product development, (3) supply chain management, (4) customer relation and (5) co-operation with destination [21. Tour operators plan and prepare holiday package on first four areas that tour operators have direct impact on sustainability while the fifth area covers efforts to address product impacts at destination [21].

Internal management activities at tour operator implement practices should reduce consumption of paper, energy, water and other office supplies in sustainable manner that lead to cost saving as a result of more efficient resource used. Good labor practices and respecting human rights increase staff morale and allow for greater retention of high-quality staff that improving working conditions contribute to high-quality service for clients [15]. Product development related to tour operator's choice on destination of holiday package components in minimizing environmental, economic and social impact [22]. Most elements of holiday package delivered by supplier that are sub-contracted by tour operator. Selection of service provider and contracting with them is an important opportunity influence the sustainability of products. The main goal of supply chain management is to work on product and service stewardship across the entire life cycle of the holiday package to design packages with lower environmental and social impacts [16]; [22]. Tour operators support suppliers to be more sustainable by raising their awareness on sustainability issues [21]. Customer relation refers to expect appropriate customer behavior while tour operator has responsibility to protect customer's privacy, health and safety. Tour operator should continue raising awareness of sustainability issue throughout tours to become a responsible tourist [15]. Co-operation with destination include tour operator establishing link and developing partnership with stakeholders in destinations, private sector, civil society, local authorities and non-governmental organization at destinations in the sustainability manner [23].

D. Concept of Sustainable Holiday by TUI Travel

TUI Travel is a British leisure travel group headquartered in Crawley, UK. The company was formed on 2007 by the merger of First Choice Holidays PLC and the Tourism Division of TUI AG. TUI Travel operated in 180 countries and claimed 30 million customers. TUI vision is making travel experiences special designed for customer while the customer increase their trust to TUI on live up sustainability ambitions of minimizing environmental impact, respecting culture and people as well as bringing economic benefit to communities. In doing so, TUI Travel improve the quality of holiday and help preserve the destination [24].

Sustainable holiday which is important component of sustainable tourism has been a strategic implemented by TUI Travel on business process. Sustainable holidays plan for TUI Travel shape business become more contemporary and online driven. TUI Travel research shown that their customer are modern mainstream customer who account for around 80% of the group's business that include the reassurance of knowing that their holiday's impact on the environment and destination communities is being actively managed. To do so, TUI Travel involves customer and reinforce their expectation of a high commitment to sustainability. TUI Travel build the management of sustainability issue into mainstream strategic agenda that address on airline management, purchasing, destination services, customer and brands, product development and distribution [24]. TUI Travel delivers a range of benefit from applying sustainable holiday; cost efficiencies, quality improvements and the enhanced engagement of stakeholders, including customer, colleagues, suppliers and destination governments while at the same time this strategy proof the business as the global industry [25].

Throughout the holiday journey, TUI Travel working in embedding sustainability. Starting by promoting greener and fairer holiday, TUI Travel make sure that the holidays benefits local people and protect the environment in order to maintain the quality, viability and desirability of products for future. The practice by TUI Travel is that 11.5 million customer have stayed in hotels with sustainability certification since 2012, 10% reduce energy consumption per person per night on differentiated hotels, saving €2.2 million by reducing energy and water consumption in one year [25].

Sustainable concept has always a challenge to all stakeholders in tourism areas as TUI Travel challenge to maximize the positive social and economic impacts at destinations and to minimize environmental impacts by partnering with destination governments. With only 34% of countries in tourism sector was guided by a sustainable tourism policy as UN research in [25], there is an opportunity to support the inclusion of sustainability considerations into

tourism planning by implementing credible sustainability certification to their hotels, conforms to international environment standards such as ISO 14001 and the European Union's Eco-Management and Audit Scheme (EMAS) standards in showing the commitment to social and environmental good practice [25].

TUI Travel is committed to the protection of human rights in compliance with applicable laws, conventions and regulations throughout worldwide operations by setting the employee code of conduct, supplier code of conducts setting out the minimum standards from supplier and their employees, contractors, agents and subsidiaries. The code covers human rights and labor laws, support for local communities and environmental impacts as well as bribery and corruption. TUI Travel internal policies, practices and guidelines also cover anti-discrimination, grievance and whistle-blowing procedures, health and safety, sustainability, anti-bribery and corruption, fraud, conflict of interest, data protection and security, various sanction and third party due diligence [25].

Climate change is become an urgent challenge today that TUI Travel plan is to reduce environmental impact. It is known that travel and tourism accounts for around 5% of global carbon emissions which is half is attributable to aviation. Carbon management become a strategy covers not only aviation, but also hotels, retail shops, water transport as well as ground transport emissions. Managing carbon is saving money, that by 3 years operations (2012-2014), TUI Travel improved management of energy, natural resources and fuel which is accounted to total €53 million [25]. The sustainable holiday concept implement by TUI Travel has successfully bring some benefits for the last three years (since 2012). This positive attitude derive from the sustainable tourism concept on three different areas; environment, socio-culture, and economic development. By developing sustainable concept, TUI Travel benefit more from their business. To this reason, travel agent should then focus on business process with ethical standards develop from sustainability.

III. LESSON LEARN OF ETHICAL STANDARD FOR TRAVEL AGENT ON SUSTAINABLE HOLIDAY

To operationalize conception of sustainable tourism into ethical standard for travel agent, a destination must define the goals of sustainable holiday, establish an appropriate planning and management framework, select relevant indicators from list of economic, environmental, social and cultural criteria, measure and monitor these indicators, periodically analyze and assess indicator performance, determine whether the original goals are being achieved, and implement remedial action if necessary [26].

Association of Independent Tour Operators [27] is an ethical committee to respond to the issues of "worldwise"

campaign and the concerns of AITO members about impacts of tourism destinations. AITO believes tourism can be a force for good and should benefit the lives of those countries that tourist visit. AITO adopted responsible tourism by:

1. Protect the environment; its flora, fauna and landscape
2. Respect local culture; traditions, religions and build heritage
3. Benefit local communities; both economically and socially
4. Conserve natural resources; from office to destination
5. Minimize pollution; through noise, waste disposal and congestion

The association also fulfil the responsibility by [27]:
1. Establishing policies and involving staff
2. Informing clients about sustainable tourism where appropriate
3. Encouraging tourist to participate
4. Working with suppliers and partners to achieve sustainable goals and practices
5. Publicizing good practice to encourage and spread awareness about sustainable tourism.

Moreover, in order to respond the ethical practice for tour operators, travel agent should also adopt the ethical practices. Some ethical practices for travel agent could be inserted in their business process as the concept of [28] by:
1. Establishing the "Worldwise" advice to the tourism industry, that travel agent should stock "worldwise" leaflet as well as become an online travel advice center information. The leaflet inserted into ticket wallets, or flight confirmation envelopes for tourist travelling to destinations;
2. Tour operator should give customer more information about the people and the places they will be visiting in brochures, including advice on how tourist can visit locally owned facilities and resorts;
3. Develop policy for the business on how holiday could be more benefit to people living in destination that tourist visited;
4. Hotel start buying more goods and services locally and reducing imports;
5. Encourage tourist to demand holidays by more tourist spend benefited local communities;
6. Starting an environment management program within the hotel;
7. Travel agent start giving star rating for the quality of the advice on respecting local people, respecting local communities, interacting with the local economy and respecting the local environment.

[29] in Tearfund mission on tour operators set the priority for tour operators' action to become more socially responsible, so that holiday bring greater benefit to people living in the destination are:

1. Establish a clear policy for responsible tourism and ensure that it covers operations in home country as well as at the destinations, right through the supply chain. Ensure that any charitable giving is integrated into the business process and is focused on improving the situation in the destinations;
2. Make sure that the board level support the responsible tourism of staff member who will oversee the development and integration throughout the organization;
3. Commit funds to becoming more responsible operator in the areas of charitable, giving, developing local business partnerships, training and giving advice to clients;
4. Write down the best practice and seek to learn, publicize and share with clients and others;
5. Produce and disseminate a code for tourists to help a more informed in responsible way that include advice on how supporting local charities;
6. Take research on destinations, discuss with environment group and tourism association then followed by developing a partnership in which local businesses can support the better quality holiday;
7. Work throughout the supply chain to develop and implement policies by using local labor, local foods and local crafts;
8. Build on health and safety guidelines to include social and environmental issues, such as labor standards, minimum wage level and good recycling and waste disposal systems;
9. Set clear improvement targets for year such as improving social and environment condition in hotels, then evaluate activities regularly;
10. Use annual reports to publicize steps taken to promote responsible tourism and to gain support among key stakeholders.

Although the statements of ethical concept were well known, the implementations of the codes were far from the codes aim. The ethics code should be a fundamental document which sets out the standards of business ethics of travel agencies. Regulation of relations in tourism shall be based on sustainability concept. The holiday were sets over the travel agencies, sustainable holiday were then promote holiday by (1) integrated development of tourism and related activities factors of overall economic and social development; (2) sustainable development as a harmonized system of technological, economic and social activities based on economic development, preservation of natural and cultural, preservation and development of the local community and; (3) enhancement of efficiency and responsibility in the use, management, protection, and improvement of tourist areas [10].

IV. CONCLUSION

Sustainable holiday help to overcome many of the negative impacts associated with tourism development at the destination. It is clear that the global codes of ethics for tourism is emphasize the importance of responsibility related to tourism on three bottom line of economic, socio-culture as well as environmental. The responsibilities related to the implementation of sustainable holiday for travel agent is to guide their operation in a sustainable way.

The increase of public awareness of the environmental impact expressed in the growing demand for more environmentally and culturally sensitive holiday experiences that sustainability consideration integrated into holiday. To this reason, tour operator implement sustainability to remain competitive and changing attitude toward environment at the destination. Sustainable holiday is an important strategy implement by TUI Travel and carry on success shaping business become more contemporary and online driven. Research shown that their customer are modern mainstream tourists who understand that their holiday's impact on the environment and destination communities which is being actively manage as TUI Travel part of high commitment on sustainability.

In summary, the conclusion shown that the emerging trends and recommendations are to be gained by travel agent in adopting sustainable holiday concept that focus on protecting the environment, respect local culture and bring economic benefit to local communities. In responding the sustainable holiday practice for tour operators, travel agent should adopt the ethical practices inserted in their business process as the concept of sustainable holiday. Tour operators should set the priority action to become more sustainable holiday to bring a greater benefit for people who living in the destinations.

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