

B.A. (VS) Tourism Management
Semester VI
DISCIPLINE SPECIFIC ELECTIVE COURSE (DSE- 6.1)

Ethical, Cultural and Legal framework of tourism industry

Credit Distribution, Eligibility and Pre-requisites of the Course

Course Title & Code	credits	Components of the course			Eligibility criteria	Pre-requisites of the course
		Lecture	Tutorial	Practical		
Ethical, Cultural and Legal framework of tourism industry DSE-6.1	4	3	1	-	Pass in class 12th	-

Learning Objectives:

This course will develop an understanding of the ethical, cultural and legal considerations in the tourism industry, the learners will know about the applications of national and international guidelines related ethics in the tourism planning and development process. The students will also learn about the challenges related to sustainability and responsible tourism practices, and ethical issues in tourist behaviour and interaction with host communities. Through this course will be able develop their deep understanding about the cultural issue such as cultural sensitivity, Cultural authenticity and commodification and cultural impacts of tourism on the destination. This course will familiarize the students about the legal framework governing the tourism industry such as Consumer Protection Act, laws related to protection and conservation of heritage and environment and laws relating to tourists' operations. This course highlights the applications of various certification, accreditation schemes and Intellectual Property Rights in the tourism industry.

Learning Outcomes:

After completing this course, the learners would be able to:

1. evaluate ethical issues, cultural sensitivity, and legal frameworks relevant to the tourism industry.
2. analyze the international frameworks and guidelines, such as the Global Code of Ethics for tourism and the UNESCO (United Nations Educational Scientific and Cultural Organization) World Heritage Convention for tourism organizations and professionals.
3. evaluate various ethical considerations in tourism planning and development.
4. evaluate the ethical challenges related to sustainability and responsible tourism practices.
5. evaluate ethics in tourist behaviour and interaction with local communities.
6. analyze the cultural issue such as cultural sensitivity, Cultural authenticity and commodification.

7. evaluate the cultural costs and benefits of tourism and intercultural communication in tourism at different tourism destination.
8. analyze the legal regulations and frameworks such as Consumer Protection Act, laws related to protection and conservation of heritage and environment, and laws relating to other tourism operations.
9. apply and analyze the applications of Intellectual Property Rights in the tourism industry.
10. evaluate various certification and accreditation schemes related to the tourism industry.

Unit-1

Introduction to Ethics, Culture, and Legal Issues in Tourism

10 Hours

Definition and importance of ethics, culture, and legal frameworks in the tourism industry, Ethical principles and theories applicable to tourism, UNWTO's global code of ethics for tourism, Cultural aspects and their impact on tourism, Legal regulations and frameworks governing the tourism industry. (Ethics and culture from Indian now edge system)

Unit-2

Ethical Issues in Tourism

10 Hours

Ethical considerations in tourism planning and development, Ethical responsibilities of tourism organizations and professionals, Ethical challenges related to sustainability and responsible tourism practices, Ethics in tourist behavior and interactions with local communities.

Unit-3

Cultural Issues in Tourism

8 Hours

Cultural heritage and its preservation in the tourism context, Cultural authenticity and commodification, Cultural costs and benefits of tourism on the destination, Cultural sensitivity and intercultural communication in tourism, The United Nations Educational Scientific and Cultural Organization World Heritage Convention (the UNESCO World Heritage Convention).

Unit- 4

Legal Framework of the Tourism Industry

17 Hours

Laws and regulations specific to the tourism industry: Regulations of Archaeological Survey of India, Relevance of Consumer Protection Act in tourism business, Laws relating to protection and conservation of heritage and environment, Laws relating to passenger safety, Foreign Exchange Management Act (FEMA), Foreigners Act 1946, Passport Act 1967. Intellectual property rights and their implications in tourism, Tourism certification and accreditation schemes.

Exercises:

The learners are required to:

1. conduct research on ethical issues in tourism, such as exploitation, human rights violations, and environmental impacts.
2. analyze and discuss case studies highlighting ethical dilemmas in the tourism industry.

3. create ethical guidelines and codes of conduct for tourism operators, travel agencies, and other stakeholders.
4. design and present cultural awareness training programs for tourism professionals to enhance their understanding and appreciation of local cultures.
5. participate in group discussion and case studies on local, national, and international laws and regulations related to tourism.
6. prepare and present PowerPoint Presentation related to legal compliance, such as permits, licenses, health and safety standards, and employment laws in the tourism industry.
7. participate in industry conferences, workshops, and forums to know about the best practices and contribute to discussions on ethical, cultural, and legal aspects of tourism.
8. collect and analyze data to measure the effectiveness of ethical, cultural, and legal frameworks in achieving sustainable tourism goals.
9. prepare reports and recommendations based on findings, and propose strategies for continuous improvement.

Suggested Readings:

- Cohen, G. (2014). *Patients with Passports: Medical Tourism, Law and Ethics*. USA: Oxford University Press.
- Fennell, D.A. (2016). *Tourism Ethics*, London: Routledge.
- Gupta, S.K, (2016). *Foreign Exchange Laws and Practice*. New Delhi: Taxman Publications.
- Hall, C. M., & Sharples, L. (Eds.). (2017). *The Routledge Handbook of Tourism Ethics*. London: Routledge.
- Leslie, D., & Sigala, M. (Eds.). (2020). *Ethical and Responsible Tourism: Managing Sustainability in Local Tourism Destinations*. Oxford: Goodfellow Publishers.
- Malik, S.S, (1997). *Ethical, Legal and Regulatory aspects of Tourism Business*. New Delhi: Agam Kala Prakashan.
- McIntosh, A. J., & Zahra, A. (Eds.). (2019). *Tourism Ethics: Theory and Practice*. Bristol: Channel View Publications.
- Novelli, M. (2019). *Niche Tourism: Contemporary Issues, Trends, and Cases*. London: Routledge.
- Page, S. J., & Connell, J. (2021). *Tourism: A Modern Synthesis (5th ed.)*. Boston: Cengage Learning.
- Riley, M. (2013). *Human resource Management in the Hospitality and Tourism Industry*. Oxford: Elsevier Ltd.
- Sajnani M, (2016). *Indian Tourism Business, a Legal Perspective*. New Delhi: Gyan Publishers.
- Shrivastava, A. (2010), *Tourism ethics*. U.K.: Centrum Press.
- Velasquez, M. G., (2013). *Business Ethics Concepts and Cases*, London: Pearson.

Notes:

1. **Suggested Readings will be updated and uploaded on college website from time to time.**
2. **Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**