

ASPECTS OF ETHICS AND RESPONSIBILITIES IN THE ACTIVITY OF PROMOTING TOURISM**Liliana HÎNCU***Al. I. Cuza University of Iasi, 720229, Romania**Liliana_hincu@yahoo.com***Abstract**

The marketing activity is a complex one that launches debates on various topics, including various areas such as: economic, philosophical, psychological, etc. Every individual who turns into a tourist looks for the best options and the most advantageous prices, however, considering the quality-price ratio.

Owners of pensions play an important role in the tourism activity, since they are the ones that help to create a good image of the area. However, the hostels compete with the big hotel chains, which is why it is necessary to have a profile of the tourist, but also have an adequate behavior in relation to the business partners.

In this paper we analyze the importance of ethics and moral responsibility in marketing, putting emphasis on how the landlords relate to the consumer, namely the tourist.

Keywords: *ethics, promotion, responsibility, marketing, tourists.*

JEL Classification: *L83, M50*

I. INTRODUCTION

Ethics has preoccupied people since ancient times, an example being the Greek philosopher Aristotle, who wrote the Nicomahic Ethics. If we often associate ethics with morals, a distinction has now been made between them, the most common being that morality is a religious character, since ethics is secular. Of course, the philosophers in this field have carried out many researches on the characteristics of ethics and humor, but in this article we will analyze aspects related to ethics and responsibility in the field of promoting tourism, but also how pension holders relate to the consumer, that is, the tourist.

Ethical ethics, regardless of its scope, come from Kantian ethics. In short, we describe Kant's ethics in the three forms the categorical imperative appears in:

- It acts only according to that maximum through which you can ever want it to become a universal law (Kant, I., 2007)
- It acts as if the maximum of your action should become, by your will, a universal law (Kant, I., 2007)
- It acts so that you use humanity in your person, as well as in someone else's person, every time as a purpose and never as a means (Kant, I., 2007).

As we have previously said, the universalist Kantian ethics underlies today's codes of ethics in institutions and organizations. Transposed into the sphere of tourism services, the Kantian ethics implies an appropriate behavior towards business partners, consumers and institutions directly or indirectly involved.

II. ETHICS

As mentioned above, ethics is a topic that has preoccupied philosophers since ancient times. Depending on the historical period and the way in which society evolved, ethics focused on imperatives that guide the behavior of man in the society. According to I. Kant, ethics should answer the question: what should I do? Human actions should have universal value, not to damage the dignity, freedom, etc. of the other. The universalist ethics underlies nowadays' deontological codes. Codes of Ethics should guide the employee behavior, not to bring any harm to their business partners or customers.

In postmodernity, the emphasis no longer falls on the universalist ethics. In postmodernity, the emphasis is on responsibility towards the other, present or not. We must first take into account that land resources are limited, and people have the power due to the new technologies. This means that power could be concentrated in the hands of a single person, as pressing a button it is possible to trigger a global catastrophe.

III. RESPONSIBILITY

Responsibility is a concept developed mainly in postmodernity. Responsibility is based on conceptual care. It is a feminine care concept, compared to the concept justice which is male-specific (Trifu, A., Juravle (Gavra), Al, Terec-Vlad, L., 2017). Care can also be interpreted as concern towards the close one, to everyday

problems, Carol Gilligan developing the concept of ethics of care, which means to care. Ethics of care is an ethics of mediation, starting from the premises of non-violence.

Ethics of care is part of the applied ethics. Carol Gilligan's work is based on a series of psychological studies conducted on individuals in different circumstances. Gilligan compiled the responses of male subjects to the those of the females. The author's work analyzes the levels of the moral ego: the cycle of life, the images of relationships, the concepts of morality, the rights and judgments of women, his visions of maturity. Ethics of care can also be considered as an ethics of dialogue, as it identifies a number of features, such as:

- The relational self
- Concern for the vulnerable
- Public character of the private sphere
- The importance and the value of the difference
- Accent on imaginative speech
- The difference in terms of changing the world (Koehn, D., 1998).

Given that the new technologies have influenced the individual's life in a positive and negative way, we consider that the principle of accountability towards the non-presence (Terec-Vlad, L., 2016) can be considered highly influencing on the human behavior. The problems mankind faces today, namely weapons of mass destruction, pollution of the planet, etc, invite to debates on these topics. Yet, we can not forget that technology gives us access to information, facilitate communication, led to the eradication of incurable diseases through vaccines, it brough back to life persons who were in a vegetative state, etc. (Terec-Vlad, L., Terec-Vlad, D., 2014).

Human responsibility must be oriented towards the future, the coming generations and not only. As regards moral responsibility, it is different from liability. Liability strictly has a legal nature, but we also consider it has a social side as well.

IV. CORPORATE SOCIAL RESPONSIBILITY

The business environment is in constant change and transformation, and social involvement has become a priority for all the nowadays organizations (Barbu, I. A., Chirea, G., Constantinescu, L., 2013). Corporate Social Responsibility is not a universally accepted definition, given that discussions on the subject were quite controversial. A number of experts in this field believe that any organization must develop its own concept or approach in terms of social responsibility, while other experts recognize the benefits of globalization (Barbu, I. A., Chirea, G., Constantinescu, L., 2013).

Social responsibility is a goal of the contemporary world and one of the most important requirements of the business environment, and since 2000 it has become a reference concept in the business field. Corporate Social Responsibility involves respecting fundamental human rights, the right to free association, the elimination of all forms of forced labor, the elimination of corruption, promote environmental responsibility, etc. (Hristea, A. M., 2011).

Although the concept of corporate social responsibility has not yet appeared in Romania, however, it has rather become a presence, given that more and more tourists come to our country, but also more and more Romanian tourists living abroad come home to spend their holidays. Regarding the services offered by the service providers in tourism, we mention that the expectations are quite high and the most demanding tourists are people who live abroad and come to Romania to spend their holidays.

Social responsibility is most often associated with concepts such as economic prosperity, respecting the environment, social cohesion, etc. As any corporation must emphasis on human rights, we consider it appropriate to mention the following:

- Human rights are universal, and from this point of view: the business sector must respect them and ensure they are not accomplices in abuses
- Labor standards: freedom of association and recognition of rights to collective association, elimination of forced labor, elimination of minors' work, elimination of discrimination
- Environment protection; Applying the precautionary principle in terms of environmental issues, the development of clean technologies
- Fight against corruption in all its forms (Hristea, A. M., 2011).

Considering all of this, the business environment should support a healthy economy, avoid all sorts of frauds, to ensure the 4 E and the trust capital (Terec-Vlad, L., Trifu, A., Terec-Vlad, D., 2015, Trifu, A., Terec-Vlad, L., 2013)

V. ETHICS AND RESPONSIBILITY IN THE TOURISM ACTIVITY

Ethics and responsibility are two areas that intertwine. At present, corporations and organizations are

more concerned about this aspect, given that in the knowledge society anyone can find information about a person, product, or corporation. Aside the fact that managers have a responsibility towards the organization (Ban, O., Costangicioară, A., Nedelea, A.M., (2016)), they also have the responsibility towards the employees, but also to the business partners.

The term social responsibility can be dealt with in more ways, namely:

- As a social obligation
- As a social reaction
- As social responsibility.

Tourism-related businesses are increasingly interested in the responsibility towards the other, ie business partners or tourists, given that there is a fierce competition on the tourism market. For this reason, even the major hotel chains have to take into account the way they relate to the consumer and business partners. The role of all companies in the tourism industry is to make a profit, but also to fall within the limits of the legislation (Terec-Vlad, L., Trifu, A., 2014).

As far as the content of the company's social responsibility is concerned, it is necessary to take into account:

- Philanthropic responsibilities
- Ethics Responsibility
- Legal responsibility
- Economic Responsibility.

VI. RESPONSIBILITY WITHIN THE TOURIST ACTIVITIES IN HOSTELS OWNED BY FAMILIES

Most of the pensions in northern Moldova are owned by families. With globalization and postmodernity, values have changed, and from this point of view we can see that the way the tourist is seen, has changed over time (Apostu, I., 2016, Apostu, I., 2017). Depending on age, status, etc., of pension owners, there are, in our opinion, two categories of people: retirees and people aged 35 to 55. The way we think of the two categories we have identified differs, mainly due to the historical era they lived in. Under the influence of communism, people around the retirement age focus on money, respectively on the financial side (Borak Ali, M.D., Alamgir, M., Nedelea, A.M., 2017). For this reason we consider that the reporting to the client is poor, the owner trying to obtain as much profit in a relatively short time. This kind of thinking makes it obvious that the only important thing for the owner of the hostel is to get maximum benefit in the shortest time.

On the other hand, the other category focuses on the return of the tourist (Juravle, (Gavra), A.I., Sasu, C., Terec-Vlad, L., 2016). The difference between the two types of mentality lies in the fact that one focuses on the benefits obtained in a relatively short time, and the other on the medium and long term bans.

Responsibility towards the other is particularly important especially for families who earn a living from this type of activity. We believe that proper behavior, the adoption of a European mentality and the care for the tourist would cause them not only to come back, but also to recommend a certain accomodation to a friend or acquaintance.

VII. CONCLUSIONS

Ethics and responsibility are two important aspects of the individual's professional activity. If ethics leads to the creation of ethical codes, responsibility leads to care towards the other, regardless of whether we are talking about business partners or people involved.

In this paper we analyzed ethics and responsibility and considered it appropriate to discuss the fact that both are important: responsibility determines us to think carefully about the future and ethics guides the behavior of people in their professional activity. We have chosen to bring ethics and responsibility into discussion, because they are the two aspects that company owners should take into account, in the face of a more and more fierce competition in the tourism activity.

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