



DOMESTIC TOURISTS' UNETHICAL BEHAVIORS IN PACKAGE TOURS^{*}

Research Article

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ABSTRACT

Today, ethics has become extremely remarkable almost in all areas. Many studies have been conducted especially on consumer ethics. Minimizing consumers' unethical behaviors is essential for tourism sector, just as for other sectors. Therefore, the aim of this study was to determine unethical behaviors of domestic tourists participating in package tours. For this purpose, 8 package tours were participated and by using participatory observation method, it was aimed to reveal unethical behaviors of domestic tourists. With unethical behaviors revealed in observations, it is thought to facilitate the work of travel agencies and tourist guides, help tourists behave more consciously and avoid behaviors that will disturb other tourists or local people. While determining unethical behaviors, Ethical Codes of World Tourism Organization, museum-archeological site rules, laws and ethical values were taken into consideration. The most repeated unethical tourist behaviors in the research were; throwing litter in museums-archeological sites or gas stations, interfering, not listening or doing something else while tour guide was narrating. Besides, those who left the group during the tour without considering the need to act together and informing, and those who made other tourists and tour officials wait by being late for the meeting time constituted a remarkable amount.

Key Words: Ethical Behavior, Package Tours, Domestic Tourists, Participatory Observation

Jel Classification Codes: L83, M31

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INTRODUCTION

Ethics, also known as moral philosophy (Kuçuradi, 2003: 7), is related to tourism as it is also related to human behaviors. The unethical behaviors that employees and tourists in the hospitality, travel and food and beverage enterprises, which are in the tourism sector, face and that they themselves exhibit constitute the basis of the studies on this subject.

With Kant's principle of "*Only act according to the highest rule that you may want to be the universal law*", which is his "Unconditional Order" (Kuehn, 2011: 285), morality was removed from being only a social phenomenon and put on a universal basis, which has become indispensable for such a sector as tourism where intercultural interaction is experienced intensely.

Some consumers tend to blame others or the situations they are in for their actions rather than themselves. Most of the time, tourists are not aware of their social and environmental impacts of the places they go or visit. This, in fact, shows that tourists have certain responsibilities and they can be explained by the ethical studies to be conducted for tourism sector (Grimwood et al., 2015: 23).

When the studies conducted on ethics were examined, it was observed that the subject was examined in terms of ethics and perceptions of employees and enterprises within the context of business ethics. Scholars examined ethics through different perspectives; Strandvik et al. (2013) investigated the perspective of ethical consumers towards brands, Çevirgen and Üngüren (2009) examined the effect of organizational ethics climate on the job satisfaction of employees in hospitality enterprises, Demir (2014) investigated the effect of ethics climate on the work performance of employees in five-star-hotels, Ateş (2008) examined the approach of hotel managers to business ethics, and Yarcın (2007) studied business ethics in tour guiding.

It was also revealed as a result of literature review that consumer ethics was also studied in general. For example, Jamal et al. (1997) examined consumer ethics from an intercultural perspective, Oyman (2004) investigated the sensitivities of consumers on ethical issues, and Meydan (2017) analyzed the dimensions of ethical consumption. Furthermore, the significance of the travel industry for the tourism sector is noteworthy and

considering the developments in consumer behaviors, it can be foreseen that studies on ethics in the travel industry will be important. This study ask "Do tourists exhibit unethical behavior during tours"? For this purpose, 8 package tours were participated and by using participatory observation method, it was aimed to reveal unethical behaviors of domestic tourists and study aims to explore tourists' unethical behaviors during the tour and discuss the necessary measures to rehabilitate these unethical behaviors on package tours accordingly.

THE CONCEPT OF ETHICS AND THE CONCEPTS RELATED TO ETHICS

Ethics can be expressed as the standards that define what is right and what is wrong, what is good and what is bad, what is useful and what is harmful, what is acceptable and what is unacceptable (Engel et al., 1995, Büte, 2011). Ethics is the set of rules trying to answer the question of which behaviors are right or wrong in terms of the individual, society and institutions in every moment of our lives. Besides, ethical behaviors are the product of personal decisions and preferences (Sakarya & Kara, 2010: 57).

The concept of ethics which is a doctrine of the accurate action (Koslovski, 2000: 39) is, in the broadest sense, a science of philosophy that questions the good and the right together with the bad and the wrong, that allows individuals to contemplate on what their purpose in life should be, and that narrates how and what kind of typical characteristics should be owned in order to lead a moral and virtuous life (Cevizci, 2008, Sakarya & Kara, 2010). Ethics is a set of rules that try to answer the question of what behaviors are right or wrong in terms of individuals, society and institutions in every moment of our lives. Moreover, ethical behaviors are the products of personal decisions and preferences.

Ethics expresses the accurate, good and appropriate behaviors (Josephson, 2002: 3). Josephson (2002) Ethical codes of the company, global codes of ethics and business ethics literature are composed of universal ethical values and the universal principles set out by constitute a basis for especially business ethics: *Reliability* (including the concepts of honesty, sincerity, integrity and loyalty), *respect and tolerance* (including the concepts of civilization and autonomy), *responsibility* (accountability), *justice and equality*

(objectivity), *humane behaviors* (being passionate and good, and concerning the well-being of others), *obeying the laws and rules* (preserving the environment) (Schwartz, 2005: 36)

TOURISM AND ETHICS

The relationship between the growth and development in world tourism movements and the development of package tours cannot be underestimated. It can be said that the main reason for this is the increase in the demand for mass tourism beginning with package tours (Karamustafa & Çeşmeci, 2006: 70). Considering that many people in the tourism sector must spend time together and that they have different cultures, ethics is regarded to be one of the issues that should be taken into account since compliance is required. Even if the rights in the tourism sector are bound to international laws and conventions, it is possible to face different cases and unethical behaviors (Öter, 2007: 101). It can be predicted that a group of tourists with different thinking and behavioral backgrounds and different cultural habits can spend their holidays with less problems with a common and generalizable approach like “ethics” during their holiday experiences.

The codes of conduct can be another way of creating dialogue between stakeholders. This is not a special purpose of the codes of conduct targeting tourists but a result of their production. They perform as a visitor management tool in order increase tourist awareness, train tourists, increase tourist trust, prevent the conflicts between stakeholders, especially tourists and local people/land owners, improve visitors’ behaviors and reduce negative visitor effects (Cole, 2007: 444). Accordingly, it can be considered that tourists, local people, enterprises and industry officials may exhibit warmer and even more ethical behaviors towards each other.

The concept of ethics in tourism is most comprehensively seen in the declaration published by World Tourism Organization in 1999 under the title of *Global Code of Ethics for Tourism*. In this declaration, information was presented on the ethical responsibilities of tourism stakeholders in 10 sections via various items (UNWTO, 2019). Global Code of Ethics for Tourism is a framework text that covers the ethical issues of all the stakeholders performing in the field of tourism. In this text, an approach which is in line with the

theory of rights as well as a pragmatic approach oriented to society and people is presented and it is aimed to create a balance between social benefits and the rights of individuals and organizations. In forming the principles in the text, it is also aimed to give share to all the relevant parties regarding the benefits arising as a result of tourism activities (Akan, 2007: 19).

Package tour is the name given to the touristic product prepared by the tour operators by buying at least two or more of the independent tourism services from the fundamental (main) producers and bringing together these services that tourists will necessitate during their travel, including transportation initially and accommodation then (Karamustafa & Erbaş, 2011: 106). Besides, package tours are the tourism and travel products whose departure and return dates, accommodation, transportation, food and beverage, sightseeing and entertainment places and prices for a specific region are predetermined (Mısırlı, 2002: 164). They are the package tours which include at least two of transportation, accommodation and other touristic services that are not considered to be the contributory to them, which are sold with all-inclusive prices and which involve at least one overnight stay (Demircan, 2007: 11).

When the researches on package tours in the literature are examined, it can be seen that Karamustafa and Çeşmeci (2006) studied the managerial problems faced by tourist guides, Çolakoğlu et al. (2009) analyzed the customer complaints in package tours, Olcay et al. (2015) examined the performances of professional tourist guides, and Yetiş and Ardiş (2018) studied the perceived service quality in regional package tours. In the studies conducted so far, no studies have been found on ethics or ethical principles in package tours. Therefore, it can be mentioned again that the research conducted is of great importance.

METHODOLOGY

Within the scope of the research, observation method, which is one of qualitative research methods was used. The questions prepared in this study were prepared in the phenomenology design, which is one of qualitative research designs. In phenomenology studies, it is essential to focus on the phenomenon that is recognized but that is not

known with an in-depth and detailed understanding (Büyüköztürk et al., 2015, Güler et al., 2013).

Qualitative research is the data collection process based on observations and counts conducted directly by the officials. Thanks to the studies to be carried out in the field by getting around and making observations and the studies in the counting stations, qualitative and detailed results are obtained with regard to the characteristics of visitors (Kaptanoğlu, 2010: 71).

Exploratory research is required due to the need to study a group or a population, to identify the variables that cannot be measured easily or to hear the silenced voices. It is the best way to discover a problem instead of using the pre-determined information in the literature. Qualitative research is conducted so as to bring a detailed understanding to a complex topic (Budak & Budak, 2016: 42). In this regard, ethics steps in about how human behaviors should be. Therefore, by taking into consideration the reasons for conducting this research in exploratory design, it is aimed to reveal the unethical behaviors that are thought to be repeated by many tourists.

In qualitative researches, the time, energy, organization and money required for the collection of interview and observation data necessitates the limitation of the sample. Besides, the intensity and abundance of the data obtained through observations and interviews also play a role in this selection. Therefore, most of the time, the sample size in qualitative research cannot reach the sample size in quantitative research (Yıldırım & Şimşek, 2006).

Participatory observation method used in the research is the data collection method in which the researcher participates as a member of the group in all the group process and not only the sense of sight but also all five sensory organs are used. The members of the group do not know what the researcher is there for and the purpose of the research is to obtain information within the culture or sub-culture related to the subject (Yüksel & Yüksel, 2014: 163).

Within the scope of the research, while unethical behaviors were determined by observation method, universal ethical values, World Tourism Organization's Global Code of Ethics for Tourism (Kozak & Nergiz, 2016: 102), the rules that tourists must obey in the museums-archeological

sites and in the religious centers like the sanctuaries were used and the unethical behaviors that could be conducted within this context were determined. In addition to this, by acting within the framework of deontological ethics, it was aimed to reach the findings by making use of the concepts of good and bad, freedom, justice, responsibility, conscience, tasks and obligations, which were given in the concepts related to ethics section (Cevizci, 2015: 115). While using deontological ethics framework, the deontological ethics contents mentioned before were taken as stated in *the concepts related to ethics* section, they were combined in practice by utilizing World Tourism Organization's *Global Code of Ethics for Tourism* and the study was completed by taking into consideration the observations.

The reason for using participatory observation in this study, which is of the qualitative methods, is that when the tourists are asked about their unethical behaviors in a quantitative study, it is not desirable to depend only on their feelings of confession. In other words, observing them and notetaking their behaviors in the tours is considered to be the most accurate behavior of gathering information.

Finally, prior to participating in the tours, permissions were taken from the travel agency officials to be able to participate in the tours and the tourist guide who was responsible for the package tour was informed about the situation. Besides, the quality of the tours participated and that of the travel agencies were determined by whether they had the TURSAB (Association of Turkish Travel Agencies) certificate or not.

The Purpose and Importance of the Research

In this study, it was aimed to determine whether domestic tourists exhibited unethical behaviors in package tours and what these behaviors might be.

Tourists may exhibit unethical behaviors in the tours they participate and the satisfaction level of the participants of the tour and the performances of the employees working in the tour may be negatively affected due to these behaviors. Tourist guides, bus captains and agency representatives may encounter unethical tourist behaviors during the tours with domestic tourists. For this reason, revealing the unethical behaviors in package tours if there are any and taking measures to prevent

these behaviors will contribute to experience a tour process without any problems.

As a result of examining the national and international literature regarding ethics, it was found out that there were no studies conducted aiming to determine unethical behaviors of tourists who were the consumers of the tour in travel enterprises and package tours, and thus, with the knowledge that the field lacks a study and the topic is ignored, we have begun to study on the topic. Furthermore, it was determined by analyzing the Global Code of Ethics for Tourism defined by World Tourism Organization that the content did not involve the responsibilities of the package tours and the tourists participating in these tours, and that a general determination was made and ethical principals were set up accordingly. Correspondingly, considering the fact that many tourists around the world are involved in tourism with package tours, it was considered that a good start could be given with domestic tourists in Turkey and this study could set a good example.

The Scope of the Research

In the selection process of the tours within the scope of the research given in Table 1; first of all, the internet search engine Google was searched with the keywords of “domestic culture tours” and the first five websites were examined. The first tour seen, which was Izmir departure domestic tours (Jolly Tours, 2017), was examined and the tours of Black Sea, Mardin, Istanbul, Adana, Cappadocia, Eskişehir, Bursa, GAP, Marmaris-Datça and Kızkumu were taken into consideration. The second website was examined (Setur, 2017) and Kars-Tbilisi-Batumi, Lycian Tour, Eskişehir Tour, Isparta Tour, Adana Tour, Alaçatı Tour, Konya Tulip Gardens Tour, and Cappadocia Tour

were seen as the stay-over tours on the first page. As a result of the next analysis of culture tours (Prontotour, 2017), West Black Sea Tour, Eskişehir-Söğüt Tour, Cappadocia Tour, Şanlıurfa-Gaziantep Tour, Culture and History in Cyprus, Mardin Tour, Kars Ani Ruins Tour, and Marmaris (by yacht) Tour attracted attention and other tours were seen to depart from Cyprus. On the next website analyzed (Anı Tour, 2017), Cappadocia Tours, Safranbolu Tours, Amasra Tours, GAP Tours by Plane, Black Sea Tours, Eskişehir Tours, Winter and Ski Tours, Early Booking GAP Tours, Aegean-Mediterranean Tours, Edirne-Kıyıköy-Iğneada Tours, Beypazarı-Mudurnu-Göynük Tours, Abant-Aladağlar-Yedigöller Tours, Bursa-İznik-Trilye Tours, Assos-Ayvalık-Bozcaada Tours attracted attention. The last web site (Etstur, 2017) was examined and Black Sea Tours, Lycian Tours, Aegean-Mediterranean Tours, Cappadocia Tours, Safranbolu Tours, Eskişehir-Kütahya Tours, Alaçatı Herb Festival, Beypazarı-Mudurnu-Göynük Tours were taken into consideration. In this regard, the importance of the Internet in today's world has been re-emphasized and the options from the list created by using social media tools have been evaluated. The reason for this is that it is requested to make interviews with the travel agencies but they are not available due to high season, interview costs and time. Afterwards, as a result of the discussion with the related academicians on the subject, it was deemed important to include sometimes one-night stay tours, sometimes two or more nights stay tours and sometimes longer stay tours. Furthermore, two tours by plane were included in the research, which increased the diversity of the package tours and then observations were completed.

Table 1. The Tours Observed

Tour	Date	Number of Participants	Age	Marital Status
Eskişehir-Kütahya Tour	23-25 March 2017	42	20-29-----8 30-39-----20 40 and above--14	Married----36 Single----- 6
Black Sea Tour	23-31 July 2017	19	30-39-----6 40 and above--13	Married----36 Single----- 6
Datça Tour	23-24 September 2017	38	20-29-----4 30-39-----10 40 and above--24	Married----30 Single----- 8

Cappadocia Tour	29 September-01 October 2017	28	20-29-----5 30-39-----10 40 and above--13	Married----22 Single----- 6
GAP Tour	20-25 October 2017	34	20-29-----6 30-39----- 8 40 and above--20	Married----28 Single----- 6
İstanbul Tour	27-29 October 2017	43	20-29-----9 30-39-----12 40 and above--22	Married----36 Single----- 7
Cyprus Tour	11-14 November 2017	39	20-29-----3 30-39-----18 40 and above--18	Married----24 Single-----15
Bursa Uludağ Tour	19-21 December 2018	45	20-29-----4 30-39-----16 40 and above--25	Married----36 Single----- 9

Between the dates of 23/03/2017-25/03/2017, Eşişehir-Kütahya Tour was attended. The tour was a tour departing from Kuşadası. There were 42 people participating in the tour. Since it was the first tour of observation, data collection was carried out by recording the voice of the participants. However, since the device received the whole sound of the setting and since it was extremely difficult to rerecord the unethical behaviors in the voice recorder after the observation, the mobile phone was used instead of the voice recorder as mobile phone is an unnoticeable device. During the whole tour and in all other tours with participatory observations, a participatory observation was made by taking notes on the phone. In the first evening of the observation, the agency official and the tourist guide were informed about the research, they were asked for their contributions and the necessary permissions were obtained so as to be able to use the data in the research. After that, the data collected was checked again and then copied. In the end, the data copied was controlled by three academicians within the framework of the universality of ethics and the suggestions given to the researcher pioneered further researches.

Between the dates of 23/07/2017-31/07/2017, Black Sea Tour was attended. Black Sea Tour was a tour departing from Kuşadası. There were 19 people participating in the tour. As Black Sea Tour was a long tour which took long time on the route, it could have a tiring tour program for tourists. Due to the fact that there were fewer tourists on the bus, it was easy to make observations. During the tour,

the stays were made in 5 different plateaus, which was followed by one night stay in Georgia (Batumi) and one night stay in Amasya, and then the tour ended in Kuşadası. What can be said other than the unethical tourist behaviors during the tour is that while the observation method is used in the research, it is time-consuming to communicate with people and that the field adaptation of the researcher who makes participatory observation increases after a certain period of time.

Between the dates of 23/09/2017-24/09/2017, Datça Tour was attended. Datça Tour was a tour departing from Kuşadası. There were 38 people participating in the tour. Datça Tour was a one-night stay tour with a short distance from Kuşadası. As this was a tour departing from Kuşadası, local people also participated in the tour.

Between the dates of 29/09/2017-01/10/2017, Cappadocia Tour was attended. Cappadocia Tour was a tour departing from Kuşadası. There were 28 people participating in the tour. Within the scope of the tour, especially Ihlara Valley was a challenging stage because the walking distance was long. In these areas, it was tried to move without leaving the tourist groups, and in order to be able to control the whole group, it was tried to move sometimes slowly and sometimes fast. Cappadocia Tour was a two-night stay tour. The route during this tour was long but as the bus ride was not crowded, it was easy to make observations.

Between the dates of 20/10/2017-25/10/2017, GAP tour was attended. GAP Tour was a tour departing from Kuşadası. There were 34 people participating

in the tour. GAP Tour was a tour with long distances. As it was a crowded tour, lots of data was obtained but the research process was really challenging. In order to be able to overcome these difficulties, the tourist group was acted together without leaving them even a minute in the places of participatory observations.

Between the dates of 27/10/2017-29/10/2017, Istanbul Tour by plane was attended. Istanbul Tour by plane was a tour departing from Izmir airport. There were 43 people participating in the tour. Istanbul Tour was selected to observe whether the tourists exhibited unethical behaviors during the plane travel. In addition to this, as the meeting place with the tourist guide was İstanbul Airport, unethical behaviors could not be observed within the plane. However, since the return travel was all together, the behaviors of those participating in the tour could be observed. As the travel agency has little or no influence while determining the seats on the plane, the difficulty of participatory observation is faced. The seat on the plane is important in the research and your space gets narrowed. Consequently, very limited observation can be conducted on the plane. In fact, the area that can be observed on the plane can be understood as only the front and back seats.

Between the dates of 11/11/2017-14/11/2017, Cyprus Tour by plane was attended. Cyprus Tour by plane was a tour departing from Ankara. First of all, the researcher flew from İzmir airport to Ankara airport and joined the tour with the participants. There were 39 people participating in the tour. A process just like Istanbul tour by plane (difficulties of making observations on the plane) was also experienced there.

Between the dates of 20/01/2018-22/01/2018, Bursa Uludağ Tour was attended. Uludağ Tour was a tour departing from Kuşadası. There were 45 people participating in the tour. As it was a crowded tour, it was difficult to observe the unethical behaviors of the tourists. In addition to this, due to the fact that there were two other academicians next to the researcher and that they had knowledge of the subject, the researcher received support and therefore, unethical behaviors in the research became more easily observable.

The Limitations of the Research

The research is limited to the domestic tourists participating in the package tours within the scope of observation. Only the domestic tourists traveling in Turkey were included in the study. By participating in the package tours attended by domestic tourists, the unethical behaviors they exhibited in these tours were observed. The reason why local tourists were selected was because of the nature of package tours (being indivisible, starting at one place and ending at another place, including closed groups).

As in qualitative research methods, demographic characteristics such as gender and age were not taken into consideration in the unethical behaviors in this study. The large number of participants in the research was a challenge for the researcher. Within the scope of the research, 6 tours departing from Kuşadası, 1 tour departing from Istanbul and 1 tour departing from Ankara were participated. As the researcher lived in Kuşadası and participating in the tours departing from different places cost much time and money, the tours departing from Kuşadası were preferred more. Since it was thought to increase the cost and time of the research, foreign tourists were not included in the research.

While grouping or counting the frequency of the behaviors in the research, the criteria was the repetition of the behavior by a participant more than once. In addition to this, while preparing the item regarding the pollution of the bus, the bus was checked every day of stay within the tour and the pollution was noted down accordingly, and if the bus was polluted twice in the same tour, it was regarded as a repeated behavior and thus, noted down. Among the limitations of the research, the challenges mentioned above also stemmed from the difficulties of observation method.

FINDINGS

In this section, the data obtained from the tours observed were presented and their explanations were made. The tables prepared in this section were prepared after the tours and the differences of the individuals and the places in which the behaviors were exhibited were taken into consideration.

Table 2. Unethical Tourist Behaviors in the Archeological Sites, Break Points, and Airports During the Tours Observed

Type of Behavior	Frequency (n)
Throwing litter (cigarette stubs-nylon bags-litter-corncoobs etc.)	100
Entering in the religious places without appropriate clothing (those who went into mosques-mausoleums without wearing scarfs)	14
Taking photos in the museums deliberately or by mistake though being forbidden	8
Touching the historical artifacts in the museums-archeological sites though being forbidden	4
Exhibiting behaviors that endangered other tourists in traffic	1

As could be seen in Table 2, while the behavior of throwing litter on the ground was the most common among the tourists participating in the tours, the behavior of those who entered in the religious places without appropriate clothing was the second. They were followed by those who took photos in the museums deliberately or by mistake though being forbidden, those who touched the historical artifacts in the museums-archeological sites though being forbidden, and those who exhibited behaviors that endangers other tourists in traffic, respectively. Those who exhibited this behavior generally did so though they knew that it was illegal.

Table 3. Unethical Tourist Behaviors in the Restaurants During the Tours Observed

Type of Behavior	Frequency (n)
Not paying for the breakfast	2

As could be seen in Table 3, the unethical behaviors of the tourists in the restaurants during the tours observed was classified as the behavior of those who did not pay for their breakfast, those who did not pay for the breakfast fee which was extra in some places, those who claimed that they ordered breakfast for one though they were two people, those who said that they ate very little and those who said that they did not have any breakfast.

Table 4. Unethical Tourist Behaviors Against the Tourist Guide During the Tours Observed

Type of Behavior	Frequency (n)
Taking photos while the tourist guide was narrating	35
Talking on the phone and not listening to the explanations while the tourist guide was narrating	24
Trying to put pressure about determining the leisure time by the tourists during the tour	13
Leaving the group without informing the tourist guide	13
Not having the desire to walk around the places in the tour program	11
Not listening while the tourist guide was narrating and asking for explanations again	2
Asking to sit on the seat that belonged to the tourist guide (forcing the tourist guide to sit on another seat)	2

As could be seen in Table 4, while the unethical behaviors conducted against the tourist guide during the tours observed were being classified as above, the most common was taking photos while the tourist guide was narrating, which was

followed by talking on the phone and not listening to the explanations while the tourist guide was narrating. The rest was also big enough to disturb the tour guide.

Table 5. Unethical Tourist Behaviors Against Each Other During the Tours Observed

Type of Behavior	Frequency (n)
Paying no attention to the time of meeting	63
Taking off the shoes on the bus	37
Obstructing other groups pass (in the entrance-exit of archeological sites-museums)	11
Having arguments with other tourists during shopping (e.g. I want to pay first)	7
Disturbing other tourists on the bus (reclining the seat, drawing the curtain without asking, leaning the feet towards the front seat, sitting on the corridor floor)	5
Arguing with other tourists about seating in the transfer car	4
Arguing with other tourists for the chairlift queue	1
Arguing with other tourists in the meeting time	1
Leaving litter on the tables of other tourists in the archeological site	1
Smoking on the bus	1

As could be seen in Table 5, while the unethical behaviors of tourists against other tourists during the tours observed were being classified as above, the most common was paying no attention to the time of meeting, which was followed by taking off

the shoes on the bus and behaving disturbingly. Besides, the arguments among the tourists like reclining the seat on the bus are of the disturbing behaviors.

Table 6. Unethical Tourist Behaviors in the Check-in and Check-out Times in the Hotels During the Tours Observed

Type of Behavior	Frequency (n)
Not paying for the mini bar	2
Taking food and beverage without permission from the hotel in which breakfast was made	1

As could be seen in Table 6, the unethical behaviors of the tourists in the check-in and check-out times in the hotels during the tours observed were classified as; not paying for the mini bar (those who were detected to use the mini bar during the check-out process but who declared that they had not used it), and taking food and beverage

without permission from the hotel in which breakfast was made (those who hid food in their bags during breakfast in the hotels). Although there was more than one person who exhibited this behavior, it was classified in this way because it was seen once in all the tours observed.

Table 7. Unethical Tourist Behaviors on the Buses During the Tours Observed

Type of Behavior	Frequency (n)
Throwing litter on the bus	9
Dancing on the bus	5
Forcing the bus captain to open the bus trunk during the tour while leaving the museum-archeological site (harassing the bus captain saying that he or she would take something from the luggage)	4
Wandering around constantly on the bus	3

Using the mobile phone light so that it would distract bus captain’s attention while driving	2
Using the cooler on the bus as if it were his or her own property	2
Putting dangerous items that could be broken or spilled in the upper dividers (cloth shelves) of the bus	1
Using the plug-ins on the bus for purposes other than charging the phone (even though it was announced that the pug-ins would only be used for charging the phone)	1

As could be seen in Table 7, while the unethical behaviors of the tourists on the bus during the tours observed were ranked, the items of throwing litter on the bus and polluting the bus were combined together. In addition to this, the item of dancing on the bus with traditional dance music though they must be sitting with the seat belt worn was remarkably high. There were also tourists wandering around constantly on the bus. Besides, those who used their mobile phone lights (flashes) so that it would distract bus captain’s attention while driving exhibited a behavior which did not comply with the law. There were also people who used the cooler on the bus as if it were their own property. Furthermore, those who put dangerous items that could be broken or spilled in the upper dividers (cloth shelves) of the bus and those who Used the plug-ins on the bus for purposes other than charging the phone (even though it was announced that the pug-ins would only be used for charging the phone) were noted down once for each tour.

CONCLUSION AND SUGGESTIONS

As a result of the participatory observations made within the scope of this research; those who threw litter (cigarette stubs, bottles etc.) on the ground in the museums-archeological sites or at the gas stations and those who did not pay any attention to the time of meeting, who did not listen but interfered or did something else while the tourist guide was narrating were the most common unethical tourist behaviors. Besides, those who left the group during the tour without considering the need to act together and informing, and those who made other tourists and tour officials wait by being late for the meeting time constituted a remarkable amount. Those who took off their shoes and made other tourists be exposed to bad smell on the bus, and those who polluted the bus while traveling (those who threw the nutshells, empty cups and plastic bottles on the ground) had a significant place. Furthermore, those who did not follow the

tour program, who smoked in the archeological sites (smoking in the museums and archaeological sites are prohibited by law), who behaved disrespectfully to the bus captain and tourist guide, and who wanted to get off the bus at places other than the bus stations at the end of the tour were also quite a lot. After all, it is noteworthy that tourists must comply with the traffic rules and laws for their own safety during the tour.

Besides all, it was noticed that when the tour began with high attendance (full bus), the number of unethical behaviors increased. It was observed that these behaviors were exhibited as the tourists were affected from each other (for example; throwing cigarette stubs on the ground, polluting the bus, dancing on the bus). It was also seen that during the tour, the tourists left their seats and had fun with the traditional dance music while the bus was going, which distracted the bus captain’s concentration and disturbed other tourists. It was also observed that some agency officials or tourist guides did not even warn the tourists about the situation. Following the observation that these behaviors were frequently exhibited, it was thought that tourists should be informed and warned about these behaviors.

In the light of the explanations given above, as stated in the articles titled “Tourism’s contribution to mutual understanding and respect between peoples and societies” and “Tasks and Obligations” of the Global Code of Ethics for Tourism of the World Tourism Organization, tourism activities should be performed in compliance with the characteristics and traditions of the host region and country, by respecting its habits and laws. Throwing litter on the ground is an illegal behavior and those who do not act accordingly will be punished as a consequence of this illegal conduct by 39th and 41st articles of Misdemeanor Law numbered 5326 (Mevzuat, 2018). In the collection of data within the scope of the research; reliability, respect, responsibility,

justice, humanitarian behaviors and citizenship, all of which constituted universal ethical principles were used.

As a result of the studies carried out within the scope of the research, it was revealed that tourists should be informed about unethical behaviors. In addition to this, it should be kept in mind that the tour program should be examined completely by the tourists prior to participating in the tours and they should get information about the places to be visited during the tour in advance. Furthermore, considering the necessity that the tourists should behave more tolerantly towards other tourists, employees and local people during the tours participated, it is extremely important for the tourists to act accordingly in terms of the welfare of the tours.

From the perspective of the sector, TUREB has written and published ethical codes for tourist guides and TURSAB has *Professional Principles for Travel Agency*. In accordance with the same order and values, and considering the most common unethical behaviors exhibited by the tourists, ethics codes should be written as a guide for tourists and should be given to them prior to the tour. By means of writing codes of ethics for tourists, more employees in the sector can be aware of this issue and by warning the tourists before the tour begins, unethical behaviors can be reduced. Furthermore, with the ethical codes to be written in many areas, it can be ensured that the employees of the tourism industry can make the correct decisions in the ethical dilemmas more easily.

The study was carried out only by considering the package tours and it is thought that other perspectives may be revealed by conducting a similar research in different tours in the future. Besides, the whole study was conducted with only local tourists and it is considered that conducting research with tourists from different nationalities in future studies will contribute to literature. Within the scope of the research, only check-in and check-out procedures were taken into account in the hotels. Therefore, it is thought that future implementations with the hotel managers or employees or observations regarding the behaviors of the tourists within the hotel will contribute to hospitality enterprises. In addition to this, the relationship between different variables like the

effect of the unethical tourist behaviors during the package tours on their tour satisfaction can also be examined.

Carrying out researches about consumer ethics in Turkey and including foreign tourists in the studies will enable to reveal new knowledge on this subject. It is obvious that the researches to be carried out with a larger research and culture groups involving domestic and international tours will draw more attention as they will expand to a wide range of area.

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