

EVALUATION OF MORALITY AND ETHICS IN TOURISM MARKETING ¹

TURİZM PAZARLAMASINDA AHLAK VE ETİK DEĞERLENDİRMESİ

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Öz

Turizm řletmelerinde etik ve ahlaki deęerlendirmeler olduka nemlidir. Bu alanda mřřterinin etik dıřı davranıřları incelenir ve zm nerileri sunulur. Turizm řletmelerinde mřřterilerin en sık grlen etik dıřı davranıřları kaba szler, fiziksel řiddet, hırsızlık ve kurallara uymamadır. Sinizmin yanı sıra tketicilerin iyi niyetinden yararlanarak rnleri daha yksek fiyatlara satma eęilimi de etik tketicilerden nemli bir sorundur. Bu konuda turizm eęitimi veren řletme yneticilerine ve kurumlara eřitli nerilerde bulunulmuřtur. Hem firmaların hem de mřřterilerin memnuniyetinin arttırılması iin turizmde etięin dikkate alınması gerekmektedir. Bu alıřmada turizm alanında geerli olan turizm pazarlaması etięi ve turizm etięi zerine bir deęerlendirme yapılmaktadır.

Anahtar Kelimeler: Turizm, Turizm Pazarlaması, Pazarlama Ahlakı, Pazarlama Etięi

JEL Kodları: L80, L83, Z39

Abstract

Ethical and moral evaluations are very important in tourism businesses. In this field, the unethical behavior of the customer is examined and solutions are offered. The most common unethical behaviors of customers in tourism businesses include rude remarks, physical violence, theft, and non-compliance with the rules. In addition to cynicism, the tendency to sell products at higher prices by taking advantage of the goodwill of consumers is also an important problem in terms of ethical consumption. In this regard, various suggestions have been made to business managers and institutions that provide tourism education. Ethics in tourism should be taken into account in order to increase the satisfaction of both companies and customers. In this study, an evaluation of the ethics of tourism marketing and tourism ethics that are valid in the field of tourism is made.

Key Words: Tourism, Tourism Marketing, Marketing Morality, Marketing Ethics

JEL Codes: L80, L83, Z39

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1. Introduction

Businesses are economic entities created to generate profit by providing the goods and services needed by consumers. Millions of businesses, large and small, are involved in daily life. Businesses carry out their activities to achieve, for example, profits, survival, entering new markets, developing new products, competing or growing. The basic functions that the business uses to achieve its objectives can be expressed as production, financing, accounting, human resource management and marketing. Marketing is an important business function that contributes to, and should actually direct, the production of goods and services suitable for the company's target markets. Otherwise, it would not be possible to sell the goods and services produced. Among the functions of the business, the marketing function can cause moral problems because it is externally directed and uses greater information and communication power compared to the consumers it deals with. Although marketing works in conjunction with other functions of the company, it is mainly concerned with the production or delivery of goods and services that meet the needs and expectations of the market, pricing, distribution of products, and marketing communication efforts. This situation is called 4p for short in the marketing literature, with its English initials. "Marketing; It is defined as "activities that include institutional arrangements and processes to create, communicate, deliver, and exchange value for customers, stakeholders, and society in general" (American Marketing Association [AMA], 2013).

The notion that companies should behave morally and ethically is not an expectation that exists only today. Over the past half century, the change brought about by technology, which is reflected in all activity processes, and the diversification of moral application areas have further increased the importance of business ethics. In addition, the fact that operational processes increasingly pose threats to the environment and human health has made it necessary for companies not only to act virtuously in matters related to the activities involved in the change process, but also to fulfill their social responsibilities to society (Donaldson, 1982, p.14; Elbæk & Mitkidis, 2023, p.55). Based on this assumption, marketing plays the most important role in the ethical practices of companies. There are two important reasons for this. First, marketing is the gateway of companies to society; and second, it shapes consumer demand (Baker, 2023, p.18; Ottlewski at al., 2024, p.127). Undoubtedly, shaping consumer demand in a way that increases social welfare depends largely on what kind of marketing ethics companies adopt. All these developments have prompted researchers to pay attention to the behavior, morality and ethical conduct of companies in their marketing processes (Carrigan & Attalla,2001, p 575; Çetiner & Tunca, 2022, p. 301). This study highlighted the moral understanding and ethical behavior of companies in their marketing processes and attempted to compile a compilation of them. In this context, an attempt was made to scientifically compile the moral values and ethical behavior of companies.

2. Marketing Morality and Ethical Understanding

Undoubtedly, consumer reactions to corporate behavior on moral issues can vary greatly depending on social, psychological, socio-psychological and personal factors. Regardless of their number, all of these factors can act on individuals in two different ways. First, it conveys an understanding of values; second, it influences the way it reflects the understanding of values. Regardless of the personality structure of individuals, they tend to reflect their own value judgments when appropriate conditions exist (Akyıldız & Marangoz, 2007, p. 83).

The main purpose of marketing is to promote and maintain services and products to meet customer needs. Designing an effective advertising strategy is fundamentally a matter of communication. But in its most basic form, it is marketing communication. Customers communicate their goals, wants, needs and desires through a variety of market research. Marketers communicate with customers through advertising. Marketing ethics should be viewed as a tool that allows marketing decisions to be made within the framework of certain rules, interests and values, without including deception, abuse, theft and fraud in marketing activities. Deception, misinformation, bluffing and manipulation are defined as immoral by many people in daily life (Dündar & Göksel, 2006, p. 125).

The word "morality", which comes from the Arabic root "hulk" and is found in our spoken language, refers to the continuation of human actions without causing harm to social life; it has been used as an equivalent of the word "ethics", which is derived from the words "mos-moralitas" in Latin, "moral-morality" in English and "ethos-ethikos" in Greek (Ülgen and Mirze, 2004, p.440; Doyduk, 2018, p.30).

Although the words morality and ethics, which mean custom, tradition and habit, are often used interchangeably due to their close relationship with each other, it is claimed that these two terms have different meanings. In Turkish literature; while morality is defined as the system of beliefs and ideas of an individual or social class; ethics is defined as the moral philosophy that determines the criteria by which good or bad behavior can be determined (Torlak, 2003, p. 85; Sadioğlu, , p.227).

According to another source, morality is defined as rules and norms aimed at demonstrating behaviors that serve to preserve social order in the relationships of individuals with each other and with the state; ethics is defined as evaluating whether behavior and actions are morally right or wrong from the past to the present, and it is

emphasized that morality represents the object of research of ethics. In other words, in determining right and wrong in terms of morality, cultural values and ideals and how to behave in accordance with them; ethics tries to determine what is meant by these abstract concepts (Kohlberg & Hersh, 1977, p. 53; Ülgen and Mirze, 2003: 442). The most important point of distinction between the concepts of ethics and morality in Turkish literature is; ethics is a moral philosophy that asks questions to determine which of the rules and norms governing moral behavior are right and which are wrong and draws the conclusion that aims to find and understand the truth (Akyıldız & Marangoz, 2007, p. 84, Kızılođlu & Çelik, 2015, 330).

In other words, the concept of morality is defined as a set of social norms and rules that characterize the concepts of right and wrong in any culture, while ethics is defined as the formalization and codification of these rules (Crane and Desmond, 2003 p.566; Aydın, 2018, p. 4). On the other hand, some authors argue that it is not necessary to distinguish between the words morality and ethics, and that using the word morality only for "morality" limits the meaning of the word moral (Fischer, 2004, p. 393; Arslan, 2005, p.6).

3. Tourism Marketing and Ethics

Tourism products include experiences, cultural heritage and interaction with local communities. Ethical considerations are important when marketing these products. Tourism can have both positive and negative impacts. It is important to balance economic growth with environmental and social responsibility. In terms of ethical marketing, it is extremely important to target based on genuine interests and needs when conducting this activity, rather than exploiting weaknesses. When presenting a tourism product to the consumer, marketers should convey accurate and respectful messages about destinations and avoid exaggeration. When presenting the product to the consumer, it is important to convey to the consumer sensitivity to the natural environment and promote sustainable practices.

There are many definitions of tourism marketing in the literature. According to the definition established at the World Tourism Organization meeting in 1975, Tourism marketing is a management philosophy that aims to research, predict and select the tourism product based on the characteristics of customer demand and in accordance to obtain the maximum profit of a tourism enterprise and to make the decisions to be made in these matters (Kaleli, 2021, p. 232).

According to another definition, tourism marketing is expressed as all activities that implement the management policies of private or public tourism elements at the local, regional, national or international level in a systematic and coordinated manner to meet the needs of identifiable consumer groups best and to obtain the most appropriate profit (Bayram at al, 2021, p.5; Kabak & Sevim, 2024, p. 91). Some views define tourism marketing as the production, pricing, distribution, promotion and implementation of a country and its tourism products in a way that meets the needs, wants, desires and expectations of tourists (Buhalis, 2000, p.99; Lomova at al. , 2016, p.17).

Tourism as an interdisciplinary subject is closely related to many social and natural sciences. In tourism, many issues and problems are related to ethical practices. In the tourism industry, many parties pursue different interests. The socio-cultural, economic and environmental dimensions of tourism can have many complex impacts. All these special situations require an ethical study of tourism. The first steps of the Global Code of Ethics, which aims to guide and ensure the operation of the tourism industry with such delicate balances with a global approach, were taken in Turkey (Aslan and Kozak, 2006, p. 51). The articles of Global Tourism Ethics touch on the following topics as headings. The first article: The contribution of tourism to mutual understanding between people and societies; the second article: The importance of tourism as a means of individual and collective satisfaction; the third article: The importance of sustainability in tourism; the fourth article: The need for tourism to protect cultural heritage; the fifth article: The need for tourism to provide economic and socio-cultural benefits to local communities; the sixth article: the responsibility of investors/companies regarding tourism development; the seventh article: the right of everyone to participate in tourism activities; the eighth article focuses on the freedom of movement of tourists; the ninth article focuses on the rights of workers and entrepreneurs in tourism. The tenth article states that these nine articles should be implemented (Aslan and Kozak, 2006, p. 52).

When we address some of the global ethical principles of tourism, Article 3 of the declaration is notable in terms of understanding environmental protection and, in this context, sustainable tourism and tourism ecology. This article mentions the obligation to protect the natural environment with a view to continuous and sustainable economic growth and to consider future generations' needs in tourism development. It emphasizes the need to promote types of tourism that avoid waste as much as possible by national, regional and local authorities, especially those that prioritize water and energy savings and waste reduction methods. It is stated that tourism should be transformed into a year-round activity to prevent seasonal concentration of tourism. The local economy and tourism sector can benefit more and the natural environment will be less damaged. It is also emphasized that tourism infrastructure and activities should be designed in a way that protects the existing ecosystem, biodiversity and wildlife (Dolmacı & Bulgan, 2013, p. 4859). There is no doubt that those who fulfill duty ethics will also

uphold the honor of their profession. Duty and professional ethics are often intertwined and overlapping (Dündar & Göksel, 2006, p. 125).

3.1.Product in Terms of Marketing Ethics

For every product produced from a marketing point of view, there is criticism, positive or negative, from an ethical point of view, regardless of whether it fulfills its purpose or not. The part that is the subject of criticism is directed at the elements that facilitate marketing activities rather than the content of the product. These are issues such as design, content, packaging, after-sales service, brand, quality and compliance with standards. The most striking issue in this regard is issues related to product safety. Product safety refers to the dimensions that can harm consumers due to the content or additives of the product or the failure to comply with the standards established for the product. The presence of substances harmful to health or the environment in the product itself or in its packaging or the lack of sufficient efforts to minimize the harm is considered a moral issue and marketing is criticized for this situation. Many substances that consumers use knowingly or unknowingly, such as genetically modified organisms, hormone products, glucose syrup instead of sugar and addictive substances, are related to product safety. (Torlak at al. 2018, p.167; Iannuzzi, 2024, p.2017).

Another point that is criticized from a moral point of view is the efforts to extend or shorten the life cycle of products for different purposes. An example of this is not supporting previous phones in terms of software or hardware for a new phone model. Or making small changes to the product image every year without changing the content of the product in order to extend the market life of the product can be cited as an example (Crane and Desmond, 2002, p.567, Möller & Griebhammer, 2024, p.398).

As can be seen from these explanations, marketing activities are the basic activities that ensure that the products and services produced meet the customer face to face. To achieve this function of the establishments, they carry out various activities throughout the process. In this context, they may sometimes deal with unrelated issues. To achieve these purposes, they may offer different options in terms of quality or functionality to different customer portfolios under the same name and model. Information technology products whose place of production and origin is the United States are offered with stronger features to US consumers and marketed weaker in other parts of the world (Grönroos, 2011, p.241; Akin, 2024, p. 8).

Looking again at the ethical issues related to the product, cuts in production (sell-outs) to gain a monopoly position in the market and achieve higher profit margins, unauthorized copying of brands and processes, and brand imitation can be cited as ethical issues related to the product (Roberts, 1999, p.656).

3.2.Price in Terms of Marketing Ethics

The pricing policy of products on the market is perceived as an indicator of the value of the product. One of the games that exploit this perception of consumers is the game of setting the price of the product much higher than similar products for no reason. The aim is to profit from the perception that "the product with the high price is valuable". Or to play on the perception that "I am not rich enough to buy cheap". In this way, the perception that consumers are being deceived also creates serious problems regarding the brands used (Codini at al. 2012, p. 539;Çolak & Koşan, 2021, p. 69; Dilaver & Dilaver, 2022, p. 5).

In sectors where there are few suppliers, it is also possible to carry out a type of cartelization by setting an agreed price. Attempts at cartelization that use price against consumers are illegal and the Competition Authority recognizes such situations and imposes sanctions on companies that resort to this method. In areas where competition is more limited, various pricing games can be played. These games can be considered as stimulating demand by lowering the price or reducing demand by increasing the price. While price can act as a balancing element in the market in many fields of activity, it is seen that in some sectors this is not the case. In particular, in service sectors such as tourism, education and entertainment, price can be used as a tool to ensure equilibrium, since supply cannot be increased in a short period of time. In cases where supply cannot be increased in a short period of time and competition is imperfect, companies may inadvertently increase prices. This situation can lead to negative perceptions of marketing (Levenstein & Suslow, 2006, p.46; Hüschelrath & Veith, 2016, p. 82; Efe, 2023, p. 96).

Pricing is a tool in competition. Consumer demand can be stimulated by setting prices slightly below those of competitors. Small price differences can have small or large effects depending on the price elasticity of demand. Although there is no problem in using price as a weapon of competition, it is seen that this weapon is used to eliminate competitors and then make "exorbitant profits" by selling higher-priced products in an environment without competition (Laffont & Tirole, 1994, p. 1678; Çolak & Koşan, 2021, p. 69; Dilaver & Dilaver, 2022, p.5).

One of the most commonly used games in pricing products is fractional pricing. Price labels ending in 9 attempt to create a low price perception in the minds of consumers for that product by spending just a few cents less than

the next ten or hundred cents. However, in this game, the change after the fraction is not given back to the consumer in cash, or an attempt is made to make up for that fraction by buying a less valuable product. This game is perceived by the consumer as unfair gain (Obigbemi, 2010, p. 231; Başer & Kurtulmuş, 2023, p.23-24).

One of the most commonly used and criticized price games is the game that creates the consumer's perception that the price is first increased and then a discount is given on the increased price. The perception that is formed in the consumer is: "First increase the price enormously, then give an enormous discount. But keep the price above the old price." Although the previous price and the new price are shown on the labels and an expiration date is included, this perception is inevitably formed in the consumer. Prices that are reduced to half or even a quarter of the label price for some products raise doubts in the consumer as to whether the original prices are realistic (Çetiner & Tunca, 2022, p.302; Loots & denBover, 2023, p. 1623).

3.3. Marketing Ethics and Distribution

Distribution is the process of delivering a product from the place of production to the consumer. Storage, supply and logistics are also issues that can be addressed within the framework of distribution. Looking at the issue from a tourism perspective, the logistics activities required to introduce the product to the consumer and deliver it to them can be evaluated in this context. While distribution incurs costs for the company, it provides the consumer with convenient access to the products. Companies can create their own distribution channels or choose to use services through one of the existing distribution channels (Degirmenci at al., 2017, p. 159; Cebeci & Arat, 2022, p.61).

Companies try to find the most efficient number of intermediaries in terms of distribution, thus reducing distribution costs. In trying to achieve these goals, the main problems encountered in the distribution channels are that the products do not reach them safely and fixed commissions drive up the price of the product disproportionately. The idea, repeatedly discussed in public, that the multiple difference between the price of agricultural products in the field and the market price goes to the traders and the middlemen make huge profits is one of the criticisms directed at distribution in marketing (Giaglis at al., 2020, p.233; Pir, 2019, p.34-35).

Selling through unauthorized middlemen is a common practice in regions where companies are not organized as a dealer network. Despite the existence of an authorized middleman in a country, region or city, direct distribution by the producer or the use of different channels are behaviors that can harm the middlemen who handle distribution by assuming risks and can be considered morally problematic (Torlak et al., 2018, p. 168;).

3.4. Marketing Ethics, Communication and Promotion

Marketing communication is a relatively abstract component of the marketing mix, but it is a more active component than others in terms of communicating with consumers. Marketing communication is the totality of coordinated communication activities deliberately carried out by companies to make products more noticeable and easily accepted. Marketing communication is a concept used by companies to create and manage their marketing strategies. This framework, often referred to as the "marketing mix," helps companies develop an effective marketing strategy for their target audience (Omotayo at al., 2011, p. 68; Altunışık et al., 2016, p. 419).

Marketing communication consists of advertising, public relations, sales promotion, personal selling, events and experiences, direct marketing, and word of mouth. These components are strategies that companies use to reach their target audience, promote their products or services, and strengthen customer relationships. Marketing communication helps companies market successfully. Public relations is one of the most important methods that companies can use to communicate with the public (Juska, 2021).

Well-managed public relations can strengthen brand image and increase customer loyalty. Public relations generally seeks to influence the target audience with a positive message that focuses on the company and not on a product. Since the main purpose of public relations activities is to create a positive image of the company or public entity (not sales), it is necessary to act with accurate information. Because in public relations, the subject is neither a person nor a product, but usually the corporate structure. Public relations is based on honesty, even if it means admitting a mistake made by the company. Thus, it tries to create an image that the mistakes are not institutionally supported. In this regard, public relations activities are expected to be consistent with general morals (Vardarı & Arapı, 2017, p. 180; Bob at al., 2020).

Media tools can be used to publicize the messages created in public relations. Personal selling, known as the method that allows one-on-one communication with customers within the marketing communications mix, is the marketing communications method that most involves people. Personal selling aims to realize the sale of the product or service through direct communication with the customer (Toros, 2011, p. 4113).

In places where people are the primary focus, moral issues will always arise. The most common of these issues are exaggeration, lying, selling under pressure, giving false, incomplete or misleading information about expenses,

discrimination between customers and bribery. These are unethical situations that can arise in personal selling. Since personal selling is essentially human, the individual values of the salesperson also have a significant impact on whether or not they behave ethically. Supporting the moral values of salespeople and encouraging ethical behavior, as well as having a control and success evaluation system to reduce unethical behavior, can greatly solve the ethical issues in personal selling (Tian & Keep, 2001, p. 89).

Sales promotions, which aim to build a relationship between the product and the customer and increase sales by inducing consumers to make sudden purchasing decisions, are also one of the methods of marketing communication. Sales promotions are; methods used to persuade customers to buy products. For example, sales promotions that can occur in applications such as product distributions, sales of multiple products, additional discounts for those who buy the second product, sweepstakes, special offers or gift promotions can be observed to dissuade consumers from making healthy choices (Toros, 2011, p. 4113).

Some of the sales promotions are aimed at intermediaries. For example, a manufacturer may give gifts to the retailer in order to take up more space on the retailer's shelves. Criticisms such as the way the gifts are used, whether the product the consumer is encouraged to buy with these gifts is really the product the consumer wants to buy are directed at the marketing communication regarding sales promotion (Yıldız, 2024).

Direct marketing (direct selling); aims to reach customers through channels such as direct mail, email or telephone. In direct selling; ethical issues such as unsafe products, misleading practices, failure to keep promises and post-sale issues are often observed to arise. Although the legal regulations regarding direct selling have significantly protected the consumer in this regard, complaints still exist in this area (Güneş & Şekerdil, 2024, p. 14-15).

Social media communication is a process that enables effective communication by determining the right keywords on social platforms, reaching the target audience and understanding the data reached. It involves reaching a wide audience and engaging with their followers through digital platforms where brands and individuals can share content, interact and exchange information. Social media managers create content strategies, produce content, engage with followers and conduct performance analysis. This helps them increase brand awareness, achieve targeted results and communicate effectively with followers. For effective social media communication, it is important to consider factors such as content management, analytics and follower interaction (Yuniarti at al. 2024, p. 2).

Advertising; aim to inform the customer about the product or service. This is used to highlight the features, benefits and uses of the product. The most common communication method that consumers come into contact with in the marketing communications mix is advertising. Advertising is the general term for communication activities aimed at promoting a company or product through a medium. Every day, attempts are made to reach consumers through thousands of advertisements published through channels such as television, newspapers, radio, outdoor advertising, magazines, the Internet and social media (Vakratsas & Ambler, 1999, p. 29; Basev, 2024, p. 21).

As is well known, the main purposes of marketing communication are to inform, remind and persuade. The fact that it is done through the media and is subject to intense competition can lead to encountering unethical situations more frequently in advertisements used as one of the marketing communication tools. Therefore, marketing communication and especially advertisements are subject to greater moral criticism. Advertisements are a component of marketing communication (advertising) that we encounter in our daily lives, even if we don't want to, and that we cannot ignore. Advertising is a method of marketing communication that we are exposed to from the moment we wake up in the morning until we go to sleep at night. Some of it we see with laughter, some of it annoys us, both because of the quality and quantity, and sometimes we react to it, but most of the time we cannot remain indifferent (Duncan & Moriarty, 1998, p. 6; Pir, 2019, p.34-35).

Advertising ethics can be defined as follows: "Advertising actors select the set of principles they must adhere to when preparing and presenting advertisements and act accordingly." Advertising ethics include using legitimate ways and methods (not abusing opportunities) in the preparation phase and not exploiting the consumer in the presentation phase. Exploiting the consumer means taking advantage of the consumer's weaknesses for economic gain. It is not uncommon to prevent consumers from making free choices by creating misleading, deceptive, exaggerated messages in the presentation of the advertised goods or services, by exploiting the audience's weaknesses and by publishing advertising messages that run counter to the generally accepted moral principles of society in order to attract more attention than other advertisements. Criticism of "immoral content of advertising" is voiced in society on a daily basis (Özdemir & Yaman, 2015, p. 49; Basev, 2024, p. 21).

Advertising agencies defend themselves by saying, "Yes, it is immoral, but consumers watch these more." In the emerging picture, it is observed that advertising messages that cross moral boundaries more are increasing and the severity of immorality is increasing. Events and Experiences (Experiential Marketing); Events, trade shows or experiences are organized to increase customer interaction ((Torlak at al. 2018, p.168).

Experiential marketing is a process that allows brands to connect with customers. This type of marketing is achieved through experiences such as pop-up stores, art events, etc. It usually involves face-to-face interaction, but can also include digital components. Experiential marketing increases brand equity and creates unforgettable memories for the target audience. Experiential marketing ranges from pop-up stores to virtual events, from celebrity partnerships to a variety of activities, from interactive to interactive. Word of mouth marketing is a marketing strategy in which customers directly recommend a product or service to each other. This method is used to increase customer satisfaction, build brand loyalty and acquire new customers. If we look at the characteristics of word of mouth marketing, (Kilgour at al., 2015, p. 327-328; Kumar, 2024, p. 215; Yuniarti at al. 2024, p. 2);

- Satisfied customers recommend the product or service to their circle, so it is important to improve the customer experience.

- Social media and other communication channels make it easier for customers to interact with each other, which supports word-of-mouth marketing. - Companies can offer incentives to existing customers to attract new customers, such as discounts or rewards.

- A high-quality product or service makes customers more likely to recommend it to others.

- Customers share their positive experiences with the product or service, which helps spread word-of-mouth and can thus contribute to marketing. Word-of-mouth marketing is based on credibility and personal connections and is an important marketing strategy for companies.

4. Result and Evaluation

The most common phenomenon in tourism marketing is misleading advertising. Misleading advertising is the presentation of non-existent information about products or services. Another phenomenon is the problem of fees that are not clearly announced in advance, but are disclosed during the payment phase for the service. Or we are faced with the situation that fees that have nothing to do with the service received are somehow included in the price. These fees may be hidden in the products in some way. In particular, in the process of providing tourism-related services, customers' personal information is naturally collected. Tourism companies can also benefit from the use of personal information in various ways. For this purpose, companies allow the use of their customers' personal information by other institutions and individuals. Or they sell this information to third parties for a certain fee. The practices described in the paragraph are very common cases that consumers face. The occurrence of these cases causes consumers to lose their trust in companies.

Tourism companies can create manipulative advertisements to influence children. Manipulative advertisements can be created not only for children, but also for adults. This type of advertising generally tries to reach consumers with fake or misleading content. In this context, it particularly addresses issues that have nothing to do with the essence of the content presented. For example, fuel companies generally use natural green and blue in their advertising and claim that they have the least impact on the environment. Or they may present consumers with legally inappropriate advertising information, for example, by denigrating their competitors to highlight their own products, consciously or unconsciously. These practices also damage consumer trust in companies.

From time to time, tourism companies may also consciously or unconsciously exploit consumers' weaknesses. This situation can sometimes cause negative emotional reactions and prevent demand for companies. Companies generally emphasize statements about social sensitivity in such advertising information and sometimes do not underline these statements. As a result of such a process, consumers may have very serious emotional reactions to the relevant company. Similar to this content, companies may sometimes spread lies about sustainability in the context of social responsibility. If the opposite of this situation occurs, a serious crisis of trust and emotional reaction towards the company can occur. From time to time, consumer reactions to such events can even go as far as systematic boycotts. As part of these boycotts, consumers can launch campaigns on social media platforms and voice severe criticism of the companies in question. Consumers can also take legal action, especially in misleading and manipulative information cases. These processes can sometimes cause serious material and moral losses to companies. The impact of such processes can be even more devastating, especially for tourism companies. Today, both social media tools and information disseminated via the Internet better inform consumers and raise awareness. While this increases trust in ethical and moral companies, it negatively impacts companies that act in the opposite direction. As in any field of activity, acting ethically and morally is important for tourism companies too. It has become even more important for tourism companies in the global world. Companies need this to be sustainable

and survive. In a world that is becoming globalized through communication tools, even the smallest negative news can become an avalanche for tourism companies.

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