Social responsibility and its reflection on the ethics of tourism: A proposed code of
ethics for tourism companies in Egypt

Hanna Abd Elkader   Marwa Salah kaoud

Abstract

Social responsibility and ethics are vital for the tourism sector; tourism industry has Witnessed significant changes in business and regulatory environment that have highlighted the importance of corporate social responsibility and ethics. Nowadays, in the
tour-operating sector, which is affected by reputation and customer choices and Preferences, the demand for more socially responsible and ethical practices increases the
Pressure on tour operator's responsibility but improves its success in the travel market. Recognizing the importance of tour operators within the framework of the tourism Industry, the main aim of this study is to develop a code of ethics that includes some rules
and ethics for human resources in the tourism sector. The results of the study showed that
The code of ethics for a tourism company not only affects its relationships with other Companies but it positively affects the relationships among employees of the same company.

Key words: social responsibility- ethics– code of ethics- tourism companies