

ETHICS IN TOURISM REGIONS

A Study of Minas Gerais, Brazil

*Bruno Martins Augusto Gomes
Miguel Bahl
Universidad Federal
de Paraná, Curitiba - Brasil*

The regional structure is a kind of tourism development that provides the joint efforts and the resulting consolidation of a more competitive tourism product. But the non-adoption of the ethical principles in transactions by the agents creates an environment of disbelief which is costly in creating mechanisms to prevent this behavior. Added this organization tourism form there is also the imminent need to expand the debate on ethics in tourism. Therefore this research aims to identify barriers related to ethical principles in transactions between agents in tourist areas. Through a qualitative research conducted in the Minas Gerais, Brazil, tourist regions the presence of behaviors such as lying, injustice, but also solidarity and its effects for those involved is discussed. The study contributes to the tourist regions management presenting ideas aimed to transform the tourist agent mentality towards the collective benefit.

KEY WORDS: ethics, transaction costs economy, Brazil.