

MORALIZING TOURISM

Critical Thoughts and Alternative Views

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*Creating codes of ethics in the quest for an improvement on the moral quality of tourism is a wrong *modus operandi*. Inspired by that consideration, this paper has the following objectives: (1) introducing the 'moralisation of tourism', criticized by Jim Butcher; (2) questioning the main negative aspect of it: that it turns tourism ethics into something superficial; (3) setting out that the actual boom of codes of ethics contributes to trivializing tourism ethics; and (4) showing some interesting alternatives to codes of ethics, as Arne Naess' 'deep ecology' and 'ecosophy-T', the 'expansion of the circle' proposed by Richard Rorty and, finally, moral reasoning methods.*

KEY WORDS: *Jim Butcher, codes of ethics, tourism, moral reasoning, deep ecology, Richard Rorty*