

# The Ethical Practices Among Tourism Workers in The First and Second Congressional Districts of Zamboanga Del Norte A Basis for Proposed Intervention Program for Local Tourism

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## ABSTRACT

The study aimed to determine the significant difference between the profile and the ethical practices of tourism workers in the first and second congressional districts of Zamboanga del Norte as basis for a proposed intervention program. To find out the significant difference between the profile of tourism workers of first and second congressional districts of Zamboanga del Norte and their ethical practices. Data were collected from (110) respondents from various cities and municipalities police stations in Zamboanga del Norte using purposive sampling, frequency count percentage, weighted mean, chi-square, and standardized Residual Analysis. On the other hand, based on the findings, the study established an intervention program for tourism workers in Zamboanga del Norte to maintain their practices of high ethical standards, and educational institutions may conduct appropriate pieces of training and programs on ethical principles. Furthermore, findings revealed that there was no significant difference when the demographic profile of tourism workers in the first and second congressional districts of Zamboanga del Norte and their ethical practices were analyzed, and no residual analysis of the study was discovered.

**Keywords:** *Tourist, Tourism, Tourism Workers, Ethical Practices, Tourism Industry, Zamboanga del Norte, Philippines*

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## THE PROBLEM AND ITS SCOPE

### Introduction

The tourism and hospitality industry has become a major driving force for economies all over the world (Khan, 2014). As defined by Lynn (2012), ethics are the moral rules agreed upon in order to have a society where trust is possible. As observed, high worker's unethical behavior in the hospitality tourism industry resulted from unethical leadership and the service delivery will engender the customer's dissonance and dissatisfaction in a large proportion (Eketu & Nwuche, 2014 ).However, Hornstein (1996) stated that millions of tourism workers suffer from bosses who are abusive, dictatorial, devious, dishonest, manipulative and inhumane. Therefore, unethical conducts felt by the customer against expected service delivery seriously affect the business customer relationship (Wagen, 1999).

This study on the ethical practices among tourism workers is very important because this would help to assess the current conditions of hospitality tourism industry particularly in the first and second congressional districts of Zamboanga del Norte. Further, as the tourism workers are becoming increasingly educated, aware and responsible, they too have become proactive in voluntarily adopting ethical conduct so that their service delivery behaviour has minimal adverse

impact towards physical and social environments (Khan S., 2014). In addition, studies of Arlow (1991); Luthar, Bibattista, and Gautschi ; Ruegger (1992) which he stated that there is significant differences between male and female tourism workers such as females tend to be more ethically sensitive than males.

Since there is no piece evidence of study conducted covering all the same variables stated above in Zamboanga del Norte particularly in the first and second congressional districts, this current study aimed to add an evidence to a developing body of knowledge and develop a new research which consequently hopes to give a new direction towards enhancement and empowerment of behavioral management in hospitality tourism industry.

### Theoretical Framework

This study is anchored on the following theories: Teleological Ethical Theory, Deontological Ethical Theory, & Virtue Ethical Theory.

Teleological Theory is a moral theory which maintains that the rightness or wrongness of actions solely depends on their consequences. This theory composes three related

theories: (1) Ethical Egoism which posits that an action is good if it produces or is likely to produce results that maximize the person's selfinterest as defined by him, even at the expense of others; (2) Utilitarianism which holds that an action is good if it results in maximum satisfaction for a large number of people that an action is good if it results in the fulfillment of goals along with the welfare of the human beings (Frankena, 1973).

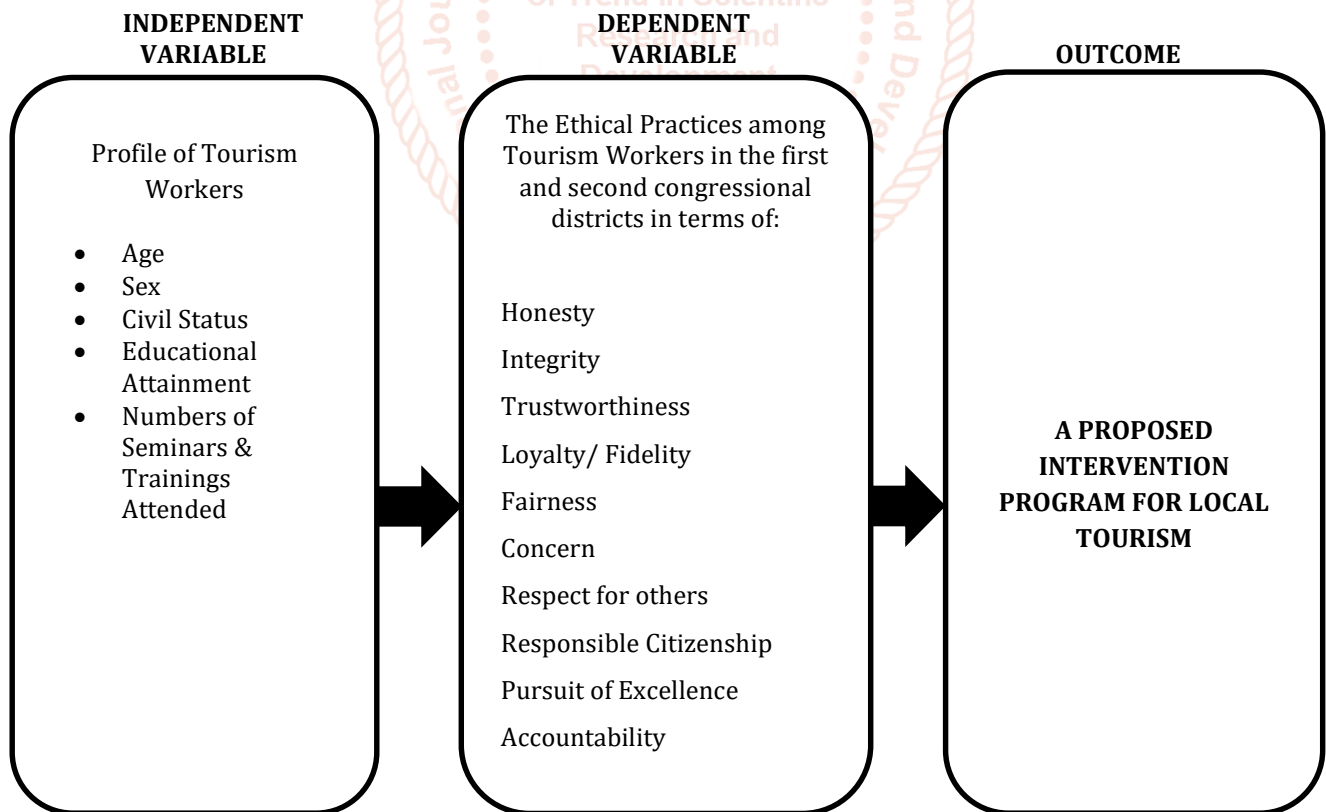
Deontological Theory asserts that the rightness or wrongness of actions does not depend on the goodness or badness of their consequences. It describes ethical conduct as that which is in accordance with rules or the right means. These rules can be derived from a theological doctrine, a societal contract or an intuitive and universally valid judgment. In each case, ethical behaviour is synonymous with doing one's duty to follow rules, policies, and procedures. As a result, outcome of action is of secondary importance to intent. A deontological code will not provide a rationale or justification for action other than that one ought to do it because of an obligation to do one's duty (Rachels & Rachels, 2003).

Virtue Ethical Theory holds that the ethical value of an individual is determined by his character. The character refers to the virtues, inclinations and intentions that dispose a person to be ready to act ethically. This theory composes of three related theories: (1) Individual Character Ethics holds that the identification and development of noble human traits help in determining both the instrumental and intrinsic value of human ethical interactions; (2) Work Character Ethics is the identification and development of

reflective practitioner, and noble traits at work such as creativity, honesty, loyalty, honor, trustworthiness, civility, dependability, shared work pride, empathy etc. It determines the intrinsic and instrumental ethical quality of work life. (3) Professional Character Ethics holds that self-regulation, loyalty, impartial judgment, altruism, truthfulness, and public service determine the intrinsic and instrumental ethical quality of an individual associated with some communities. Thus, in this study, it is believed that a person with the strong character has imbibed emotional, intellectual, moral and social virtues to achieve the self-discipline and do the right thing or want what is actually good for him. Whereas, the person with weak character finds himself doing all the wrong things, wanting what is truly harmful and making excuses for all his ill doings (Zyl, 2002).

**Conceptual Framework**

The conceptual framework discusses the variables and their relationship. Figure 1 shows the schematic diagram of the study with independent variables which is the profile of the tourism workers in terms of age, sex, civil status, educational attainment, and numbers of seminars and trainings attended. On the other hand, the ethical practices among tourism workers in first and second congressional districts in terms of honesty, integrity, trustworthiness, loyalty/fidelity, fairness, concern, respect for others, responsible citizenship, pursuit of excellence, and accountability serve as dependent variable. These variables would then be used as the bases for the proposed intervention program. Figure 1 which shows the schematic diagram of the study is found in the next page.



**Figure 1. Schematic Diagram of the Study**

**Statement of the Problem**

The study aimed to determine the significant difference between the profile and the ethical practices of tourism workers in the first and second congressional districts of Zamboanga del Norte as basis for a proposed intervention program.

The study was endeavored to answer the following questions:

1. What is the profile of the respondents in terms of:
  - 1.1 age;
  - 1.2 sex;
  - 1.3 civil status;
  - 1.4 educational attainment; and
  - 1.5 number of seminars and trainings attended?
  
2. To what extent are the ethical practices of the tourism workers done in terms of:
  - 2.1 honesty;
  - 2.2 integrity;
  - 2.3 trustworthiness;
  - 2.4 loyalty / fidelity;
  - 2.5 fairness;
  - 2.6 concern / caring;
  - 2.7 respect for others;
  - 2.8 responsible citizenship; and
  - 2.9 pursuit of excellence
  - 2.10 accountability?

3. Is there a significant difference between the profile of tourism workers of first and second congressional districts of Zamboanga del Norte and their ethical practices?

#### Null Hypothesis

Ho1. There is no significant difference between the profile of the tourism workers in the first and second congressional districts Zamboanga del Norte and their ethical practices.

#### Significance of the Study

The study is significant to the following particular individuals/ sectors /institutions:

**Tourism Instructors / Professors.** This study is essential as it will be the basis of tourism instructors and professors on what to teach to tourism students in terms of ethical standards.

**Tourism Students.** Knowing the ethical practices of tourism workers in the tourism industry would also prepare and help students develop critical thinking skills to deal with day to day ethical problems they will encounter in their future career.

**Tourism Stakeholders.** This study helps the stakeholders to provide trainings or team building that would improve the ethical practices of the tourism workers and this study can be their basis in hiring employees.

**Tourism Workers.** With this study, the commonly practiced and unpracticed ethical standards are determined; and their levels of adherence to ethical standards are identified. The results of the study would serve as an input to the workers in the industry.

**Tourists.** Being the receiver of the services and products offered by the tourism stakeholders and workers, tourists would also benefit in one way or another in this study. When tourism workers are educated, they would also be able to practice their ethical standards and in return perform their duties without jeopardizing the tourist's rights and comfort.

**Government institutions (local, regional and national levels).** The government as a whole will benefit from the study in relation to the promotion of tourism in the country. The results of the study may provide ideas on the

intervention programs the government may offer to tourism stakeholders and workers through seminars, symposiums and benchmarking among others. These are to secure that tourist rights are also upheld and are not put into jeopardy.

**Other researchers.** This study is a good start for them to have a further study about the subject matter on ethical practices. This will give some orientation for scholars towards several important topics for future research in the area of hospitality ethics.

#### Scope and Limitations of the Study

The study looked into the ethical practices of tourism workers based on their profile. The chosen research respondents were specified as tourism workers who had direct interaction with the tourist(s) such as tour guides, tour operators, hotel managers, ticket agents, porters and front desk officers. Purposive sampling was used by the researcher on the tourism workers of the first and second congressional districts Zamboanga del Norte.

#### The following terms are defined

The following terms were defined for a better understanding of this study.

**Accountability.** It entails the procedures and processes by which one party justifies and takes responsibility for its activities (Akkucuk, 2015).

**Commitment to Excellence.** It is the act of committing or pledging an obligation, promise, etc. that restricts one's freedom of action (Adopted from ReversoDictionary).

**Citizenship.** It is the contribution of one's instructed judgment to the public good (Laski, 1928 ).

**Concern/ Caring.** To cause worry to someone. It is a matter of interest or importance to someone (Adopted from Cambridge Dictionary).

**Ethics.** It is a systematic approach to understanding, analyzing, and distinguishing matters of right or wrong, good or bad, and admirable and deplorable as they relate to the well-being of and the relationships among sentient beings (Phaneuf, January 2009).

**Ethical Practices.**It deals with values pertaining to human conduct, considering the rightness and wrongness of actions and the goodness or badness of the motives and ends of such actions (The Free Dictionary, 2012).

**Excellence.** It is defined as the condition of surpassing some standards of expectations. It is the dream of human resources practitioner for employees to achieve people excellence in the workplace (Tan, 2014).

**Fairness.** It is concerned with actions, processes, and consequences that are morally right honorable, and equitable. In essence, the virtue of fairness establishes moral standards for decisions that affect others (Josephson Institute, 2019).

**Honesty.** It is when you speak the truth and act truthfully (Talking with Trees, 2013).

**Integrity.** It is the quality of being honest and having strong moral principles (Cambridge Dictionary, 2020).

**Loyalty/ Fidelity.** It is the state of remaining loyal to someone and keeping the promises you made to that person (Cambridge Dictionary, 2020).

**Respect.** It comes from the Latin word “respectus” meaning attention, regard or consideration. It can be defined as “esteem for or a sense of the worth or excellence of a person, a personal quality or ability, or something considered as a manifestation of a personal quality or ability” (Salazar, 2018).

**Responsible.** It is a duty or obligation to satisfactorily perform or complete a task (assigned by someone or created by one’s own promise or circumstances) that one must fulfill and which has a consequent penalty for failure (BusinessDictionary).

**Stakeholders.** It is a people or small groups with the power to respond to, negotiate with, and change the strategic future of the organization (Eden, 1998).

**Tourism.** It is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes (Westcott, 2012).

**Tourism Industry.** It is a worldwide business catering to pleasure travel. Such travelers are called tourists or sightseers; their destinations include natural wonders, foreign cities, and other attractions.

**Hospitality Industry.** It includes a number of interrelated businesses—lodging properties, airlines, restaurants, cruise lines, car rental firms, travel agents, and tour operators (Kapur, 2007)

**Tourism Workers/ Practitioners.** They offer tourism services and experiences to consumers when the latter are travelling and performing tourism activities. These services include transport companies, hospitality companies, travel agents and tour operators and other tourism-related companies directly involved in servicing tourists’ needs (Sotiriadis, 2018).

**Tourist.** Who travels for a period of 24 hours or more in a country other than that in which he usually resides (Williams, 1994).

**Trustworthiness/Promise-Keeping.** A perception held by a user as to whether they can rely on, says the information in a digital document, and may be associated with credibility, reputation, and authority (Rowley, 2015).

## REVIEW OF RELATED LITERATURE AND STUDIES

This chapter presents the review of related literature and studies which have relevance to the present study.

### Related Literature

According to Buff and Yonkers (2005), ethics is among the hottest topics in the world today. The word ethics stems from the Greek word ‘ēthos’ which means “custom, habit, significance, disposition” (Holjevac, 2008). The great philosophers placed a great deal of emphasis on ethics, honesty, and fairness, not only in their lives, but also in their work. They also taught that ethical values are permanent and they should be cultivated, respected, and applied by

everyone (Holjevac, 2008). He also highlighted that according to Confucius uprightness, wisdom, kindness, faithfulness and decorum belong to the category of permanent values which consist of the real values of today. Furthermore, Mathenge, (2013) defined business ethics as,- rules, standards, codes, or principles which provide guidelines for morally right behavior and truthfulness in specific situations.

Ethical conduct practices and respect of the code of ethics is the basis of acquiring a good image of tourism workers and improving the tourist product. Business ethics includes principles and rules of conduct based on general and business culture and the principles and rules that dominate in interpersonal communication (Jovičić, Pivac, & Dragin, 2011). The authors further stated that it is necessary to motivate tourism workers and to properly implement a code of ethics through ethical training, which is usually present in organizations only in normative, without the employees knowing the content of this code, as well as its importance for the organization and reflecting on the wider social level. On other hand, tourism being a vast sector comprising several sub sectors, there is a need to identify and assess the dimensions to which ethics apply in industry and consider their implicit importance for the general good of tourism destinations and communities (Mowforth & Mun, 2003).

Moreover, ethical dimension towards the tourism workers includes respecting workers’ rights, providing job security, equal opportunity for genders, provision of safe working environment, protection against sexual harassment, forced labor and child labor, and providing education, training and capacity building to the workforce to be absorbed in jobs (Khan S., 2014). In other words, ethical behavior on part of the tourists is very important. As consumers, tourists need to distinguish between right and wrong behaviour (Tearfund, 2001). In addition, Khan (2014) stated that clear and comprehensive ethical codes should not only be framed and introduced but rather strictly enforced as a form of an international legal instrument for the protection everyone associated with tourism activity and protection of the environment.

Further, any code of ethical practices needs to be grounded in a more paradigmatic footing. As author suggested, while it is possible to develop ethical practices without such a paradigmatic footing, having a basic or foundational grounding for ethics can preclude problems caused by zealous but ignorant moral reformers (Dubois, 2000). On other hand, Buff and Yonkers (2003) stated that the standards are based on fundamental ethical principles and their content is expressed by the judgments of the good and bad, successful and unsuccessful business behavior. He further stated that the goal is to oblige all tourism workers in the overall business processes on ethical behavior.

### Related Studies

Some studies were conducted and identified significant differences between male and female tourism workers such as females tend to be more ethically sensitive than males (Arlow, 1991); (Luthar, Bibattista, & Gautschi, 1997); (Ruegger, 1992). However, many of these studies are outdated and were conducted in a variety of organizations unrelated to the hospitality industry. Therefore, this study will examine the current state of male and female perceptions of ethical practices within the hotel industry.

In addition, studies shows that 70% of the workforce in the tourism and hospitality industry is comprised of women. This number is remarkable and inspiring for gender diversity and parity on the job market indicating that women are making their mark in the industry (Philippe & Bacci, 2016). In addition, studies shows that single 43% and Married 57% of the workforce in the tourism and hotel industry (Suk Ha, Kit Ip, Lin, & Zhuo, 2018). They stated further that majority of the workforce in tourism and hotel industries were married. Additionally, Because most organizations use education as an indicator of a person's skill levels or productivity they frequently employ it as a prerequisite in hiring decisions (Benson, Finegold, & Mohrman, 2004).

Furthermore, researchers have found that years of education were positively related to conscientiousness, even when controlling for other socio-demographic variables (NG & Feldman, 2009). In addition, (Brenner, 1982) compared individuals with different levels of education—8 years or less, 9–11 years, 12 years, 1–3 years of college, 4 years of college, some graduate work, master degree, and PhD—in terms of their achievement motivation. This study suggests that, as level of education increased, achievement orientation increased as well.

Training is the process that provides employees with the knowledge and the skills required to operate within the systems and standards set by management (Sommerville, 2007.). In addition, 86.66 percent tourism workers think trainings which they firstly attended was important, similar number goes to the choice of "necessary", and 26.66 percent tourism workers thought the first training was just a routine. No respondents thought the first training they attended was not important (Xiao, 2010). Additionally, staff training is an essential and indispensable part of Human Resource Management. McClelland (2002) said the importance and value of staff training has long been recognized. He further pointed out the popular and often repeated quotation, "Give a person a fish and you feed him for a day. Teach a person to fish and you feed him for a lifetime."

Chand & Ambaradar(2010)in their study entitled " Training and Development Practices in Indian Hotel Industry: An Empirical Investigation" stated that there was a contribution to the knowledge of the practices regarding training and development to find if these practices were dependent on any characteristics of hotels and studied the factors that affect the choice of best training practices. The authors further stated that fragmented and low priority to development and training practices in hotel organizations in India thus research proved among the hotels a significant difference in the usage of training and ethics practices. It also indicates that human resource development is influenced by training and development ethics practices. Thus employee development is highly dependent on adoption of training and development ethics practices.

In general, training is a part of the human resource development, along with the other human resources activities such as recruitment, selection and compensation. The role of human resource department is to improve the organization's effectiveness by providing tourism workers with knowledge, skills and attitudes that will improve their current or future job performance. In order to implement the right training methods, the training specialist should be

aware of the pros and cons and effectiveness of each training method. Besides, for evaluating training effectiveness, measurement should be done according to the models (Ahammad, 2013). The author further stated that "training" refers to a systematic approach to learning and development to improve individual, team, and organizational effectiveness.

Meanwhile, Rambe and Ndofirepi (2017) stated that there is significant difference between demographic categories such as age, gender, civil status, educational achievements and ethics principles in hospitality and hotel industry.

In addition, the study of Atakan, Burnaz, and Topcu (2007) ; (Wang and Calvano (2015) stated that those of some scholars whose studies revealed significant difference across age and ethics principle. Additionally, ethical attitudes are examined: age, gender, marital status, education, dependent children status, region of the country and years in business, while controlling for job status. A nation-wide random sample of tourism worker was used in obtaining a response rate of fifty-three percent (total n of 423). Indices of aspects of business ethical attitudes were constructed using factor analysis. Linear multiple regression analysis indicated the significant predictive variables. Age was found to be a most-significant predictor. Older workers had stricter interpretations of ethical standards. Gender and region predicted attitudes about job-discrimination practices only, with women and persons from the Midwest most strongly opposed to the ethical practices (Serwinek, 1992). Likewise, statistically significant differences emerge in civil status and ethical practices and principle (Buffa, 2015).

Trust in organizations explicitly deals with honest and integrity in practices, therefore tourism workers set moral tone for an organization they set very high ethical standards, demonstrate those standards through their own behavior, and encourage and reward integrity in others (Robins, Organizational Behaviour, , 2003). On other hand, tourism worker rank honest company communication, personal recognition, and respectful treatment as more important than good pay (Eketu & Nwuche, 2014 ). In addition, Hornstein (1996) stated that millions of workers suffer from bosses who are abusive, dictatorial, devious, dishonest, manipulative and inhumane. All these can combine to diminish the work environment, including the workers' ethical environment.

Further, Eketu & Nwuche (2014) stated that the high unethical practices and principles prevalent in the hospitality industry has influenced the ethical standard of the workers in the industry. Perhaps, it is clearer to say based on this argument, that unethical leadership begets workers' unethical behavior. On other hand, Shaw and Barry (2001); Hornstein (1996); Robins (2003) and Robins and Sanghi (2006) stated that ethical practice is the most crucial factor that determines organizational ethical climate. In addition, organizational written ethical codes and principles are considered better if there are sound ethical codes in the hospitality industry, but there is misconduct in the adherence to these codes, hence the inverse outcome. The overall implication of this analysis is that, although, the organizations' ethical standards and code of conduct are high in terms of what is regarded as the "expounded theory", the ethical practices or principles and workers' ethical

behaviour in the organization representing the theory in use (Eketu & Nwuche, 2014 ).

Furhermore, Robins, and Sanghi (2006) stated that the ethical practices disposition influences the standard of the followership ethical behaviour, either directly or indirectly. For instance, the dominant unethical conducts found among the workers were in “withholding of customers change”, and “stealing of customers” property”. The resemblance of these forms of misconduct points at an attempt by the workers to gain some illegitimate pecuniary benefits. This may be a way of reducing the dissatisfaction and dissonance from the attendant ills of ethical leadership, which underlies the basic assumption in the Equity theory (Robins, 2003; Bredeson and Goree, 2011 and Paludi, 2012). Concerning this, it is argued that tourism workers compare their job inputs and outcomes with those of other and then respond to eliminate any inequalities (Robins & Sanghi, 2006).

**RESEARCH METHODOLOGY**

This chapter presents the research method used, research locale, research respondents, sampling technique, research instrument used, validation of the instrument, data gathering procedure, and statistical treatmet of data.

Descriptive Research is a study of status and is widely used in education, nutrition, epidemiology, and the behavioral sciences. Its value is based on the premise that problems can be solved and practices improves through observation, analysis, and description (Eunsook & Owen, 2000).

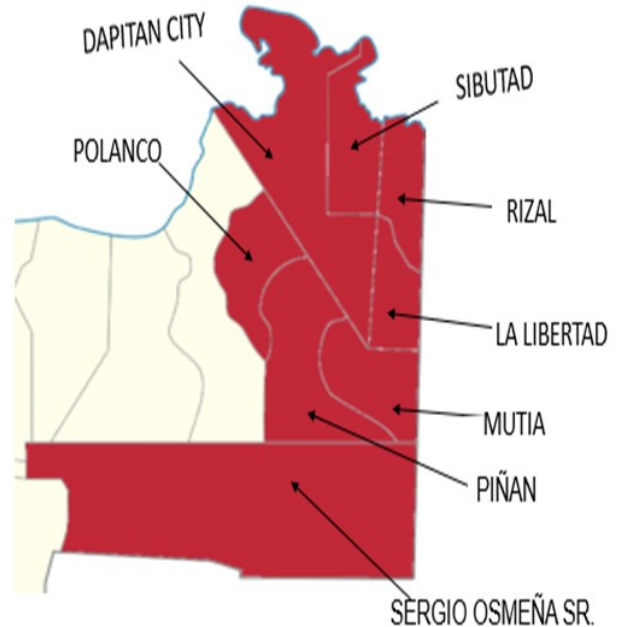
The survey study was employed to measure the existing event without inquiring into why it exists. This method involved determined information about variables rather than the individuals. This descriptive research cannot be used as the basis of a causal relationship, where one variable affects another. It might simply report the percentage summary on a single variable. It is used to describe the characteristics of a population or phenomenon being studied. It does not answer questions about how/when/why the characteristics occurred but it answers “what” questions. The research often used statistical tools such as frequencies, averages and other statistical calculations. As used in this research, the data gathered, summarized and interpreted are data on the tourism workers’ profile like the sex, age, civil status, educational attainment, number of seminars attended that would probably affect their practices in tourism industry.

The researcher will use the survey method in which there will be a brief interview or discussion with an individual about a specific topic. Aside from this, questionnaires will be given for the respondents to fill up and this will be utilized in the study. This serves as an input for the research.

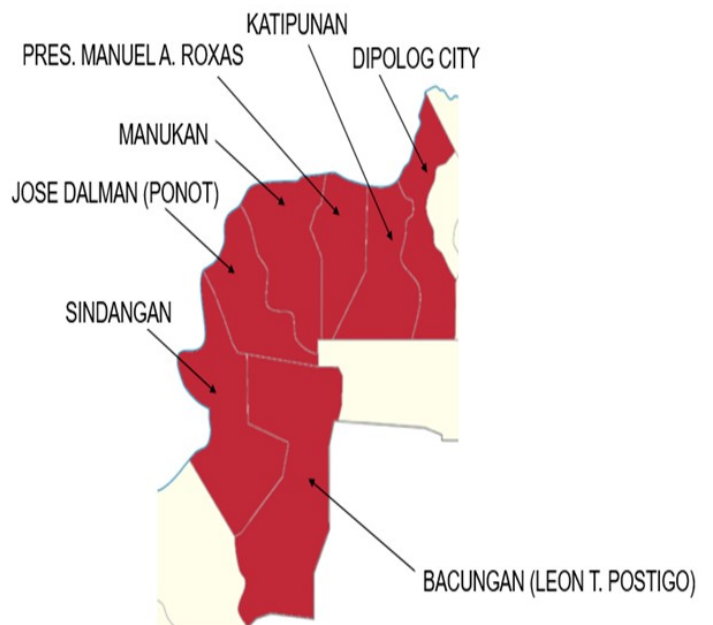
**Locale of the Study**

This study was conducted in first and second congressional districts of Zamboanga del Norte. The first congressional district consists of one (1) city which is the city of Dapitan and six (6) municipalities were included in the study: Mutia, Piñan, Sergio Osmeña, and Sibutad. The second

congressional district consists of one (1) city which is the city of Dipolog and two (2) municipalities were included in the study: Manukan and Sindangan. The maps of the study are shown in the succeeding pages. Figure 2 shows the map of the first Congressional District of Zamboanga del Norte is found on the next page. Figure 3 which shows the mapa of the second Congressional District of Zamboanga del Norte is found on the next page.



**Figure 2. Map of First Congressional District of Zamboanga del Norte**



**Figure 3. Map of Second Congressional District of Zamboanga del Norte**

### Respondents of the Study

The respondents involved in the study were limited tourism workers in first and second congressional districts of Zamboanga del Norte. There were 110 respondents in this study who described according to the data they provided relative to their sex, age, civil status, educational attainment, and number of seminars attended. The respondents answered questions regarding to their ethical practices in their workplace in terms of: honesty, integrity, trustworthiness/ promise-keeping, loyalty/fidelity, fairness, concern/caring, respect for others, responsible citizenship, pursuit of excellence, and accountability. It determined the strengths and weaknesses in their practices as tourism workers.

There were nineteen (19) chosen hotels and resorts in first and second congressional districts and there were fifty-five (55) tourism workers under these accommodation facilities. These were the following:

**Table 1. Number of Tourism Workers in First and Second Congressional Districts Accommodation Facilities.**

Accommodations	Number of Respondents
Ariana Hotel	2
Bamboo Garden Business Inn	2
B & S Orchid Suites Hotel	2
C & L Sea View Hotel	2
D' Hotel & Suites	2
Dakak Park And Beach Resort	8
Dapitan Resort Hotel	2
Gardenville Suites	2
GV Hotel	2
Happytelle	2
Hotel Arocha	2
Hotel Camila I	2
Hotel Camila II	2
Manuel Resort	8
Meaco Hotel	2
Mibang Hotel	2
Missio Dei Hotel	2
Royal Farm Resort	5
Top Plaza Hotel	2
<b>TOTAL</b>	<b>55</b>

There were ten (10) chosen travel agencies in first and second congressional districts and there were twenty-five (25) tourism workers under these agencies. These were the following:

**Table 2. Number of Tourism Workers in First and Second Congressional Districts Travel Agencies and Ticketing Office.**

Travel & Tours Agencies/Ticketing Office	Number of Respondents
Alfalytheo Travel & Tours	2
Dipolog Travel Buddy	2
Dipolog Smile Travel And Tours	2
Fantasy Land Travel & Tours	7
Keyne's Travel And Tours	2
Larga Na Travel Agency	2
Suader's Travel And Tour	2
Ticket1 Travel Agency	2
Zanorte Travel & Tours	2
2GO Travel	2
<b>TOTAL</b>	<b>25</b>

There were the three (3) ports in first and second congressional districts and there were twenty (20) tourism workers under these ports. These were the following:

**Table 3. Number of Tourism Workers in First and Second Congressional Districts Ports.**

Ports	Number of Respondents
City Of Dapitan Seaport	5
Dipolog Airport	10
Dipolog Feeder Port	5
<b>TOTAL</b>	<b>20</b>

In table 4 there were two district tourist destinations in first and second congressional districts and there were ten (10) tour guides under these destinations. These are the following:

**Table 4. Number of Tour Guides in First and Second Congressional Districts**

Tourist Destination	Number of Respondents
First Congressional District Tourist Destinations	5
Second Congressional District Tourist Destinations	5
<b>TOTAL</b>	<b>10</b>

In Table 5 as to Tourism facilities there were 19 accommodations among hotels, 10 travel agencies, 3 ports, 15 tourist destination and with the overall total of 47 number of facilities throughout the first and second congressional district in Zamboanga del Norte.

**Table 5. Summary of the Total Number of Accommodations, Travel Agencies, Ports and Tourist Destinations**

Tourism Facilities	Total Number of Facilities
Accommodations	19
Travel Agencies	10
Ports	3
Tourist Destinations	15
<b>TOTAL</b>	<b>47</b>

**Sampling Technique**

The researcher used purposive sampling (also known as judgmental, selective or subjective sampling) a sampling technique in which the researcher relies on his or her own judgment when choosing from among the members population who will participate in the study. Purposive sampling is a non-probability sampling method and it occurs when “elements selected for the sample are chosen by the judgment of the researcher.

Purposive sampling method may prove to be effective when only limited numbers of people can serve as primary data sources due to the nature of research design and aims and objectives.

**Method Used in Distributing Questionnaires**

The researcher considered the consent of the respondents. Potential survey respondents were given sufficient information to allow them to decide whether or not they wanted to take part in research study. Questionnaires were given to the tourism workers and a semi-structured interview followed. The tourism workers were grouped per working area.

**Research Instrument Used**

The instrument used was a researcher-made questionnaire checklist to gather the needed data for the tourism workers profile. The draft of the questionnaire was drawn out based on the researcher’s readings, previous studies and professional literature. In preparation of the instrument, the instruments in the designing of the good data collection instrument were considered. For instance, statement describing the situations or issues pertaining were translated into Cebuano to accommodate the ethical practices of the respondents.

The research questionnaire is divided into two parts. The first part is about the profile of the respondents who are the tourism workers of first and second congressional districts of Zamboanga del Norte. The second part is about the evaluation of the tourism worker’s ethical practices. The options are 5-Very Highly Practiced, 4-Highly Practiced, 3-Practiced, 4-Less Practiced and 5-Not Practiced.

**Validation of the Instrument**

The validity of the instrument a researcher has shown the said questionnaires to the adviser for comments and suggestions, after which were distributed to the expert for validation. In addition, the researcher conducted pilot tests on the reliability of questionnaires using Cronbach's Alpha of 0.877, after validation by experts. George and Mallery (2003) further stated that the Cronbach’s alpha accuracy ratio usually varies from 0 to 1. There was no lower limit to the ratio. However, the closer the alpha coefficient of Cronbach is to 1.0, the higher the inner constancy of the objects in the scale. Furthermore, provided the following rules of thumb: Cronbach’s Alpha > .9 – Excellent; Cronbach Alpha > .8 – Good; Cronbach’s Alpha > .7 – Acceptable; Cronbach’s Alpha > .6 – Questionable; Cronbach’s Alpha > .5 – Poor; and Cronbach’s Alpha < .5 – Unacceptable. When raising the value of alpha depends in part on the amount of items in the scale but it should be observed that this has decreasing yields. It should also be observed that a .8 alpha is likely a sensible objective. It is essential to calculate and report the Cronbach alpha coefficient for internal consistency reliability for any scales or subscales that may be used when using Likert-type scales. Finally, the information based on statistical analysis, rather than individual items, must use these summary scales or subscales.



**Data Gathering Procedure**

Survey questionnaires were given to the respondents or the tourism workers of Dipolog and Dapitan cities and other municipalities. The researcher asked permission from the managers and owners of the tourism areas specifically accommodation facilities, airports, sea ports and tourist spots in Dipolog, Dapitan Cities and some municipalities.

The results were tallied and tabulated according to the frequency of items checked by the participants. After tabulating the data gathered, the results were interpreted using various applicable statistical tools. The results of the methods done were used to arrive at the interpretation of the study.

**Statistical Treatment of the Data**

The data collection in this study was organized and classified based on the research design and the problems formulated. The data were coded, tallied and tabulated to facilitate the presentation and interpretation of result using the following:

**1. Frequency Count and Percentage**

The percentage and frequency distributions were used to classify the respondents according to personal background variables such as age, gender, civil status, educational attainment and the number of seminars and training attended. The frequency also presented the actual response of the respondents to a specific question or item in the questionnaire.

On the other hand, the percentage of the item is computed by dividing it with the sample total number of respondents who participated in the survey. The formula used in the application of this technique is shown in next page.

$$\% = (f/n) \times 100$$

where:

% = percentage

F = frequency

N = number of cases or total sample

**2. Weighted Mean**

Another statistical technique used by the researcher was the weighted mean. It was used to determine the average responses of the different options provided in the various parts of the survey questionnaire used. The method is used in conjunction with the Likert Scale. It was solved by the formula.

$$x = \sum fx/n$$

where :

x = weighted mean

$\sum fx$  = the sum of all the products of f and x, f being the frequency of each weight of each operation.

n = total number of the respondents

Numerical Rating	Ranges of the Mean	Description Level	Interpretations
5	4.21-5.00	Very Highly Practiced	This means that ethical practices among tourism worker is always manifested
4	3.41-4.20	Highly Practiced	This means that ethical practices among tourism worker is oftentimes manifested
3	2.61-3.40	Practiced	This means that ethical practices among tourism worker is sometimes manifested
2	3.41-4.20	Less Practiced	This means that ethical practices among tourism worker is seldom manifested
1	1.00- 1.80	Not Practiced	This means that ethical practices among tourism worker is never manifested

**3. Chi-Square Statistic**

The Chi-Square statistic is most commonly used to evaluate Tests of Independence when using a cross tabulation (also known as a bivariate table). Cross tabulation presents the distributions of two categorical variables simultaneously, with the intersections of the categories of the variables appearing in the cells of the table. The Test of Independence assesses whether an association exists between the two variables by comparing the observed pattern of responses in the cells to the pattern that would be expected if the variables were truly independent of each other.

Calculating the Chi-Square statistic and comparing it against a critical value from the Chi-Square distribution allows the researcher to assess whether the observed cell counts are significantly different from the expected cell counts.

The calculation of the Chi-Square statistic is quite straight-forward and intuitive:

$$\chi^2 = \sum \frac{(f_o - f_e)^2}{f_e}$$

Where  $f_o$  = the observed frequency (the observed counts in the cells)

and  $f_e$  = the expected frequency if NO relationship existed between the variables

As depicted in the formula, the Chi-Square statistic is based on the difference between what is actually observed in the data and what would be expected if there was truly no relationship between the variable.

#### 4. Standardized Residual Analysis

The standardized residual is a measure of the strength of the difference between observed and expected values. It's a measure of how significant your cells are to the chi-square value. When you compare the cells, the standardized residual makes it easy to see which cells are contributing the most to the value, and which are contributing the least.

### PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

This chapter presents the gathered data in tabular form while subsequent analyses and interpretation were provided in textual form. The presentation follows according to how the problems were ordered in the first chapter.

#### Problem No. 1. What is the profile of the respondents in terms of:

- 1.1 age;
- 1.2 sex;
- 1.3 civil status;
- 1.4 educational attainment; and
- 1.5 number of seminars and trainings attended?

**Table 6. Profile of Respondents in Terms of Age**

Age	Frequency	Percent (%)
18-27 years old	50	45.5 %
28-37 years old	42	38.2%
38-47 years old	15	13.6%
48-57 years old	2	1.8%
57 years old and above	1	0.9%
<b>Total</b>	<b>n=110</b>	<b>100%</b>

Table 6 presents the profile of the respondents in terms of age. The table shows that majority of the tourism workers belonged to the age bracket 18 – 27 years old accounting to 45.5 percent of the tourism workers. This indicates that the hospitality and service industries are dominated by young workers. The table 6 further reveals that only few workers fell the age group 48 years old as these workers only comprised less than 3 percent of hospitality workforce.

The finding is opposite the study of Suk Ha, Kit Ip, Lin, and Zhuo (2018) shows that aged between 18 and 45 of the workforce in the tourism and hotel industry. Their roles included frontline dealers, front office staff members and casino employees. They stated further that majority of the workforce in tourism and hotel industries aged between 25-34.

**Table 7. Profile of Respondents in Terms of Sex**

Sex	Frequency	Percent (%)
Male	47	42.7%
Female	63	57.3%
<b>Total</b>	<b>n=110</b>	<b>100%</b>

Table 7 shows the profile of the respondents in terms of sex. As revealed in the table, females outnumbered males accounting to 57.3% of the total number of respondents. This mirrors that the hospitality and service industry workforce is female-dominated. This finding is opposite the study of Philippe and Bacci (2016) shows that 70% of the workforce in the tourism and hospitality industry is comprised of women. This number is remarkable and inspiring for gender diversity and parity on the job market indicating that women are making their mark in the hospitality tourism industry.

**Table 8. Profile of Respondents in Terms of Civil Status**

Civil Status	Frequency	Percent (%)
Single	66	60 %
Married	40	36.4%
Widowed	3	2.7%
Separated	1	0.9%
<b>Total</b>	<b>n=110</b>	<b>100%</b>

Table 8 depicts the profile of the respondents in terms of civil status. The table reveals that 60 percent of the tourism workers were single and 36.4 percent were married. This indicates that majority of the tourism workers are still unmarried. The findings is opposite the study of SukHa, KitIp, Lin, and Zhuo (2018) shows that single 43% and Married 57% of the workforce in the tourism and hotel industry. They stated further that majority of the workforce in tourism and hotel industries were married.

**Table 9. Profile of Respondents in Terms of Educational Attainment**

Educational Attainment	Frequency	Percent (%)
Elementary level/graduate	3	2.73%
High School level/graduate	12	10.9%
Vocational graduate	22	20%
College level	28	25.5%
Bachelor’s degree holder	43	39.1%
Master’s degree holder	2	1.82%
Doctorate degree holder	0	0
<b>Total</b>	<b>n=110</b>	<b>100%</b>

Shown in Table 9 is the profile of the respondents in terms of educational attainment. As reflected in the table, bachelor’s degree holders comprised 39.1 percent of the total number of respondents. This is followed by tourism workers who reached college level but did not earn the degree making up 25.5 percent of the respondents. Only 1.82 percent either finished or underwent master’s education. These figures imply that respondents possess a considerably high educational attainment. The finding is supported the study of Brenner (1982) compared individuals with different levels of education---8 years or less, 9–11 years, 12 years, 1–3 years of college, 4 years of college, some graduate work, master degree, and PhD ---in terms of their achievement motivation. This study implies that as level of education increased, achievement orientation increased as well.

**Table 10. Profile of Respondents in Terms of Number of Seminars and Trainings Attended**

Number of Seminars and Trainings Attended	Frequency	Percent (%)
None	2	1.82%
1-3	15	13.6%
4-6	59	53.6%
7-10	20	18.2%
11-13	6	5.5%
More than 13	8	7.3%
<b>Total</b>	<b>n=110</b>	<b>100%</b>

Table 10 displays the profile of the respondents in terms of number of seminars and trainings attended. Tourism workers who attended 4 to 6 seminars and trainings made up the majority of the respondents comprising 53.6 percent. Meanwhile, 18.2 percent of the respondents attended 7 – 10 seminars and trainings. Only 1.82 per cent of the respondents had no training or seminar at all. This findings is opposite the study of Xiao (2010) that 86.66 per cent of respondents think trainings which they firstly attended was important, similar number goes to the choice of “necessary”, and 26.66 per cent respondents thought the first training was just a routine.

**Problem No. 2. To what extent are the ethical practices of the tourism workers done in terms of:**

- 2.1 honesty;
- 2.2 integrity;
- 2.3 trustworthiness;
- 2.4 loyalty/fidelity;
- 2.5 fairness;
- 2.6 concern/caring;
- 2.7 respect for others;
- 2.8 responsible citizenship;
- 2.9 pursuit of excellence; and
- 2.10 accountability?

**Table 11. Ethical Practices among Workers of Tourism Industry in terms of Honesty**

Honesty	Mean	Description
1. I returned lost and found, valuable things or money to my colleagues and tourists without expecting a reward.	4.75	Very Highly Practiced
2. If I have issues or problems with my colleagues or disagree with something she said or did, I confront her directly and have an honest conversation in a professional way.	4.86	Very Highly Practiced
3. I am willing to share honest information, even if it’s to my disadvantage	4.81	Very Highly Practiced

4. I don't steal, even if I have the chance to do it.	4.85	Very Highly Practiced
5. I never act as a false witness to others.	4.82	Very Highly Practiced
6. If there is something misinterpreted, I immediately correct it.	4.84	Very Highly Practiced
7. I tell everything as it is rather than sugarcoating it.	4.83	Very Highly Practiced
8. I say what I mean and I mean	4.83	Very Highly Practiced
9. If I have a personal bias and a conflict of interest, I make it known.	4.83	Very Highly Practiced
10. I tell my colleagues and tourists the rationale behind my decisions so that my intent is understood.	4.83	Very Highly Practiced
<b>Average Weighted Mean</b>	<b>4.83</b>	<b>Very Highly Practiced</b>

The information shown in Table 11 that the indicator of ethical practices in terms of *honesty* obtained the overall average score of 4.83 was described as very high practiced. This means that honesty among respondents is always manifested. Further, honesty is always practice by tourism workforce in the workplace.

**Table 12. Ethical Practices among Workers of Tourism Industry in Terms of Integrity**

<b>Integrity</b>	<b>Mean</b>	<b>Description</b>
1. I don't accept praise or acclaim for someone else's work like stealing someone's idea.	4.45	Very Highly Practiced
2. I never insinuate or ask for tips.	4.53	Very Highly Practiced
3. I will not bribe to my superiors for the purpose of my promotion.	4.56	Very Highly Practiced
4. I see to it that my actions are not selfish and my decisions are made objectively without justification and excuse.	4.65	Very Highly Practiced
5. I do not get angry or resentful if I do more work than others yet still get the same pay.	4.55	Very Highly Practiced
6. I do what is right even if others are not doing it.	4.57	Very Highly Practiced
7. I keep all promises or explain the difficulty to the other parties (tourists and colleagues) as soon as I am aware of my inability to keep the promise.	4.58	Very Highly Practiced
8. If my company/tourists ask me to do something against my personal code of conduct, I refuse. If it means losing a good paying job, so be it.	4.59	Very Highly Practiced
9. I use materials for work and not personal use.	4.57	Very Highly Practiced
10. I always have the courage to say 'NO' when someone asks me to do something wrong.	4.58	Very Highly Practiced
<b>Average Weighted Mean</b>	<b>4.56</b>	<b>Very Highly Practiced</b>

Table 12 disclosed that the indicator of ethical practices among respondents in terms of *integrity* obtained an overall average score of 4.56 was defined as very high practiced. This means that integrity among respondents is always manifested. Further, integrity is always practice by tourism workforce in the workplace.

**Table 13. Ethical Practices among Workers of Tourism Industry in Terms of Trustworthiness**

<b>Trustworthiness</b>	<b>Mean</b>	<b>Description</b>
1. I protect the tourist personal information and company as if it is my own.	4.66	Very Highly Practiced
2. I am consistent with what I say or do and with what I believe is right or wrong.	4.25	Very Highly Practiced
3. I do what I say I will do.	4.65	Very Highly Practiced
4. I recognize the impact of my beliefs and actions on tourists/colleagues, and are tuned into their needs, strengths, and perspective.	4.53	Very Highly Practiced
5. I bring the best of who I am to work and in my service to tourists.	4.52	Very Highly Practiced
6. I understand the stories I tell at work and to tourists, are impactful and choose stories that positively influence the culture and those in it.	4.49	Very Highly Practiced
7. I keep private information private.	4.55	Very Highly Practiced
8. I do the right thing no matter what I lose in the process	4.52	Very Highly Practiced
9. I understand that I need to balance my self-interest and service to others.	4.52	Very Highly Practiced
10. I don't gossip and I won't quickly believe the bad hear stories about someone.	4.52	Very Highly Practiced
<b>Average Weighted Mean</b>	<b>4.52</b>	<b>Very Highly Practiced</b>

Table 13 revealed that indicator of the ethical practices among respondents in tourism industry in terms of *trustworthiness* obtained an overall average score of 4.52 was described as very high practiced. This means that Trustworthiness among respondents is always manifested. Further, trustworthiness is always practice by tourism workforce in the workplace.

**Table 14. Ethical Practices among Workers of Tourism Industry in Terms of Loyalty/ Fidelity**

<b>Loyalty/ Fidelity</b>	<b>Mean</b>	<b>Description</b>
1. I am willing to make a greater effort than expected in order to contribute to the success of my work.	4.87	Very Highly Practiced
2. When I talk to people, I defend my organization and industry as a great place to work.	4.90	Very Highly Practiced
3. I would do any job within this industry.	4.95	Very Highly Practiced
4. I don't feel emotionally attached to the industry.	4.80	Very Highly Practiced
5. My work means a lot to me personally	4.88	Very Highly Practiced

6. I would have feelings of guilt if I would have to leave my work now.	4.88	Very Highly Practiced
7. I would not leave my work now because I feel I have personal obligations to the people that work there.	4.88	Very Highly Practiced
8. I feel that if I were to receive a better job offer that it would not be right to leave my current work.	4.86	Very Highly Practiced
9. I feel loyal to my work whenever I am recognized and rewarded.	4.88	Very Highly Practiced
10. I am loyal to my work whether I am new to my work or I've been working for a long time already.	4.88	Very Highly Practiced
<b>Average Weighted Mean</b>	<b>4.88</b>	<b>Very Highly Practiced</b>

Table 14 presents the ethical practices among respondents of tourism industry in terms of *loyalty/fidelity* obtained an overall average score of 4.88 was described as very high practiced. This means that loyalty/ fidelity among respondents is always manifested. Further, loyalty/fidelity is always practice by tourism workforce in the workplace.

**Table 15. Ethical Practices among Workers of Tourism Industry in Terms of Fairness**

Fairness	Mean	Description
1. I treat the tourists fairly regardless of race, religion, gender, size, age or country of origin.	4.52	Very Highly Practiced
2. I give credit generously to my colleagues where it is due, for sharing their time, idea and talent, like on team projects or collaborative groups.	4.54	Very Highly Practiced
3. I treat someone who has the lowest position in the industry the way I treated someone who has the highest position in the industry.	4.65	Very Highly Practiced
4. I understand that everyone should receive an equal opportunity to be recognized.	4.67	Very Highly Practiced
5. I maintain professional relationship with my colleagues. If anyone of my colleagues gets into a conflict with someone in the company or industry, I will still stand for what is right.	4.59	Very Highly Practiced
6. I respond to my colleague and tourists' needs and concerns regardless of their position and status in life.	4.61	Very Highly Practiced
7. I am doing my best to reach a fair judgment based on personal conscience and ethically justifiable standards of fairness.	4.63	Very Highly Practiced
8. I don't take unfair advantage of others' mistakes and ignorance.	4.63	Very Highly Practiced
9. I fully understand and consider the rights, and interests of my colleagues and tourists.	4.62	Very Highly Practiced
10. I discourage politicking.	4.62	Very Highly Practiced
<b>Average Weighted Mean</b>	<b>4.88</b>	<b>Very Highly Practiced</b>

Table 15 shows the ethical practices among respondents of tourism industry in terms of fairness obtained an overall average score of 4.88 was described as very high practiced. This means that fairness among respondents is always manifested. Further, fairness is always practice by tourism workforce in the workplace.

**Table 16. Ethical Practices among Workers of Tourism Industry in Terms of Concern/ Caring**

Concern/ Caring	Mean	Description
1. I offer help to tourists even they don't ask for help.	4.73	Very Highly Practiced
2. When I'm doing my work, I always do more than required.	4.83	Very Highly Practiced
3. I acknowledge colleagues strengths and positive attributes in front of others.	4.84	Very Highly Practiced
4. I check the motivation behind my decisions, my words, and my behavior towards tourist and colleagues.	4.55	Very Highly Practiced
5. I design an act of kindness to inspire my colleagues to do the same.	4.73	Very Highly Practiced
6. I show care and concern to tourists with special needs and persons with disabilities (PWDs).	4.74	Very Highly Practiced
7. I show care and compassion to tourists Regardless of their race, religion, sex, or position in life.	4.71	Very Highly Practiced
8. I am always be an example of a compassionate colleague.	4.68	Very Highly Practiced
9. I cultivate a compassionate and caring.	4.72	Very Highly Practiced
10. I put myself in the place of others, see situations through their eyes, and accurately sense what they might be feeling – so that I can understand what others might want or need.	4.71	Very Highly Practiced
<b>Average Weighted Mean</b>	<b>4.72</b>	<b>Very Highly Practiced</b>

Table 16 shows the ethical practices among respondents of tourism industry in terms of *concern/caring* obtained an overall average score of 4.72 was defined as very high practiced. This means that concern/caring among respondents is always manifested. Further, concern/caring is always practice by tourism workforce in the workplace.

**Table 17. Ethical Practices among Workers of Tourism Industry in Terms of Respect for Others**

Respect for Others	Mean	Description
1. I show courtesy and respect for the rights of the tourists.	4.83	Very Highly Practiced
2. When there are complaints from the tourists I listen to what others have to say before expressing my viewpoint. I never speak ever, butt in, or cut off other person.	4.83	Very Highly Practiced
3. I respect others' position and role, so as not to bypass and if I will not by pass any of my colleague's roles.	4.76	Very Highly Practiced
4. I am aware if my body language, tone of my voice and my demeanor and expression in all of my interactions at work.	4.81	Very Highly Practiced
5. I treat the tourists with courtesy, politeness, and, kindness.	4.92	Very Highly Practiced
6. I give praises much more frequently to my colleagues than criticizing them.	4.73	Very Highly Practiced
7. I treat and respect tourists as I wish to be treated by others.	4.82	Very Highly Practiced
8. I don't nit-pick, constantly criticize over little things belittle, judge, or demean the tourists.	4.82	Very Highly Practiced
9. I respect boundaries. I don't try to push my way in when someone is in conversation.	4.83	Very Highly Practiced
10. When I have to dissent, I do it calmly and I treat my conversation with tact.	4.88	Very Highly Practiced
<b>Average Weighted Mean</b>	<b>4.82</b>	<b>Very Highly Practiced</b>

Table 17 shows that the indicator of ethical practices among respondents of tourism industry in terms of *respect for others* obtained average score of 4.82 was defined as very high practiced. This means that respect for others among tourism worker is always manifested. Further, respect for others is always practice by tourism workforce in the workplace.

**Table 18. Ethical Practices among Workers of Tourism Industry in Terms of Responsible Citizenship**

Responsible Citizenship	Mean	Description
1. I always obey the law and respect the authority.	4.55	Very Highly Practiced
2. I willingly accept information and critique.	4.59	Very Highly Practiced
3. I am a change agent that acts out against social, economic, and environmental injustices.	4.90	Very Highly Practiced
4. I respect the ordinances and laws in my work and industry as well as in my community and abide by them.	4.95	Very Highly Practiced
5. I am more sensitive such as saying "please" and "thank you" often.	4.81	Very Highly Practiced
6. I always keep my cellphone in a silent mode when I am at work.	4.95	Very Highly Practiced
7. I segregate garbage into bio-degradable and non-biodegradable.	4.88	Very Highly Practiced
8. I involve in volunteering for the betterment of the community and those who live in them.	4.93	Very Highly Practiced
9. I conserve water and electricity.	4.92	Very Highly Practiced
10. I think twice before I click, post or make comment on facebook, twitter or any other social networks.	4.89	Very Highly Practiced
<b>Average Weighted Mean</b>	<b>4.84</b>	<b>Very Highly Practiced</b>

Table 18 on the previous page shows that the indicator of ethical practices among respondents of tourism industry in terms of *responsible citizenship* obtained an overall average score of 4.84 was described as very high practice. This means that responsible citizenship among respondents is always manifested. Further, responsible citizenship is always practice by tourism workforce in the workplace.

**Table 19. Ethical Practices among Workers of Tourism Industry in Terms of Pursuit of Excellence**

Pursuit of Excellence	Mean	Description
1. I commit to do what is required to excel. This commitment involves having a high level of dedication and self-esteem.	4.85	Very Highly Practiced
2. I always have a keen interest in accomplishing the vision of my company and industry.	4.62	Very Highly Practiced
3. I accept people for who they are and always look for the good in them.	4.69	Very Highly Practiced
4. I am always flexible, humble and willing to adapt and try something different for self-improvement and for the benefit of the company and industry.	4.83	Very Highly Practiced
5. I always focus and stick with my goal at work until it's completed.	4.70	Very Highly Practiced
6. If ever I fail in my work, I take the time to get it right until I get used to it.	4.95	Very Highly Practiced
7. I am willing to embrace the concept of continuous improvement.	4.82	Very Highly Practiced
8. I try to "do it once, do it right" but if the end product is inferior, I am willing to "do it again to get it right"	4.66	Very Highly Practiced
9. I always do what is excellent for the best interest of tourists.	4.83	Very Highly Practiced
10. I am willing to learn and be taught to learn how to improve and be excellent in my work.	4.93	Very Highly Practiced
<b>Average Weighted Mean</b>	<b>4.84</b>	<b>Very Highly Practiced</b>

Table 19 on the previous page shows that the indicator of ethical practices among respondents of tourism industry in terms of *pursuit of excellence* obtained an average score of 4.84 was described as *very high practiced*. This means that pursuit of excellence among respondents is always manifested. Further, pursuit of excellence is always practice by tourism workforce in the workplace.

**Table 20. Ethical Practices among Workers of Tourism Industry in Terms of Accountability**

Accountability	Mean	Description
1. I perform better under observation.	4.79	Very Highly Practiced
2. I am present for my entire required shift.	4.88	Very Highly Practiced
3. I plan ahead to meet deadlines.	4.92	Very Highly Practiced
4. I make sure I completed my task that has been designated for me.	4.52	Very Highly Practiced
5. I work together with my colleagues towards a common goal for the company/industry.	4.70	Very Highly Practiced
6. I always report to my duty on time.	4.84	Very Highly Practiced
7. I am being consistent in doing the right thing in all aspects pertaining to my job.	4.87	Very Highly Practiced
8. I am aware that I am accountable if there would be lapses in my work.	4.65	Very Highly Practiced
9. I am holding myself accountable first and foremost rather than blaming and pointing out my finger towards my colleagues and tourists	4.55	Very Highly Practiced
10. I understand that I am accountable of the information and answers that I give to the tourists.	4.90	Very Highly Practiced
<b>Average Weighted Mean</b>	<b>4.76</b>	<b>Very Highly Practiced</b>

Table 20 on the previous page shows that the indicators of ethical practices among respondents of tourism industry in terms of *pursuit of accountability* obtained an overall average score of 4.76 was described as very high practiced. This means that pursuit accountability among respondents is always manifested. Further, pursuit of accountability is always practice by tourism workforce in the workplace.

All the findings from table 11 to 20 are supported by the study of Robins (2003), which stated that tourism workers set moral tone for an organization they set very high ethical practices or principles, demonstrate those standards through their own behavior, and encourage and reward accountability in others.

**Table 21. Summary Results on the Ethical Practices among Workers of Tourism Industry**

Ethical Practices	Mean	Description	Rank
1. Honesty	4.83	Very Highly Practiced	3
2. Integrity	4.56	Very Highly Practiced	9
3. Trustworthiness	4.52	Very Highly Practiced	10
4. Loyalty/ Fidelity	4.88	Very Highly Practiced	1
5. Fairness	4.61	Very Highly Practiced	8
6. Concern/ Caring	4.72	Very Highly Practiced	7
7. Respect for Others	4.82	Very Highly Practiced	4
8. Responsible Citizenship	4.84	Very Highly Practiced	2
9. Pursuit to Excellence	4.79	Very Highly Practiced	5
10. Accountability	4.76	Very Highly Practiced	6
<b>Average Grand Mean</b>	<b>4.73</b>	<b>Very Highly Practiced</b>	

Table 21 presents the summary results on the ethical practices among respondents of tourism industry obtained average grand mean of 4.73 was described very highly practiced. This means that ethical practices among respondents were always manifested. It shows that the first three very highly practiced ethics are loyalty/fidelity, responsible citizenship and honesty with the following values respectively. 4.88, 4.88, 4.83.

This is finding is parallel to the study of Robins (2003) which stated that tourism workers set moral tone for an organization they set very high ethical practices or principles, demonstrate those standards through their own behaviour, encourage and reward integrity in others.

**Problem No. 3. Is there a significant difference on the ethical practices of tourism industry workers when analyzes as to their profile?**

**Table 22. Test of Difference on the Honesty Practices of Tourism Industry Workers when Analyzed as to their Sex**

Honesty	Male	Female	Total	X <sup>2</sup> - value	df	p-value	Decision	Interpretation
VHP	28 (25.21) 1.1	31 (33.79) -1.1	59	6.925	2	0.031	Reject Ho	significant
HP	10 (15.81) -2.4	27 (21.19) 2.4	37					
P	9 (5.98) 1.7	5 (8.02) -1.7	14					
<b>Total</b>	47	63	110					

Table 22 presents the test of difference on the honesty of tourism industry workers when analyzed as to their sex. It can be gleaned from the table that the chi-square value was 6.925 with registered p-value of 0.031 which was significant. This means that honesty of tourism industry workers significantly differ in their practice of honesty based on their sex. When the cells are compared using the standardized residual value of 2.4. This means that the cell is the one greatly responsible for the significance of the chi-square value . In other words the female tourism workers highly practiced honesty more than males.

This finding is parallel to the study of Rambli and Ndofirepi (2017) that there is significant difference between male and female categories of ethical practices in terms of honesty.

**Table 23. Test of Difference on the Honesty Practices of Tourism Industry Workers when Analyzed as to their Age**

Honesty	18 - 27	28-37	Above 37	Total	X <sup>2</sup>	df	p-value	Decision	Interpretation
VHP	24 (22.53) 0.6	30 (26.82) 1.2	5 (9.65) -2.4	59	14.399	4	0.006	Reject Ho	significant
HP	15 (14.13) 0.4	16 (16.82) -0.3	6 (6.05) 0.0	37					
P	3 (5.35) -1.4	4 (6.36) -1.4	7 (2.29) 3.6	14					
<b>Total</b>	42	50	18	110					

Table 23 presents the test of difference on the honesty of tourism industry workers when analyzed as to their age. It can be gleaned from the table that the chi-square value was 14.399 with registered p-value of 0.006 was found significantly different between honesty and age. When the cells are compared using the standardized residual analysis, results showed that those above 37 years old or the more matured ones who only practiced honesty garnered a value of 3.6. This means that this cell is the one greatly responsible for the significance of the chi-square value, in other words the age above 37 only practiced honesty. The findings are supported to the study of Atakan, Burnaz and Topcu (2007) and Wang and Calvano (2015) that those of some scholars whose studies revealed significant difference across age and ethical practices which is honesty.

Table 24 presents the test of difference on the honesty of tourism industry workers when analyzed as to their civil status.

**Table 24. Test of Difference on the Honesty Practices of Tourism Industry Workers when Analyzed as to their Civil Status**

Honesty	S/W/Se	Married	Total	X <sup>2</sup> - value	df	p-value	Decision	Interpretation
VHP	34 (37.55)	25 (21.45)	59	2.317	2	0.314	Accept Ho	Not-significant
HP	27 (23.55)	10 (13.45)	37					
P	9 (8.91)	5 (5.09)	14					
<b>Total</b>	70	40	110					

It can be gleaned from the table that the chi-square value was 2.317 with registered p-value of 0.314 which was found not significant. This implies that the honesty level of respondents does not differ according to civil status. **It is not necessary to compute for standardized residual analysis because the relationship between variables is not significant.** Henceforth, there will be no report about standardized residual analysis or differences that are not significant. The results are contrary from the study of Buffa (2015) which claimed that civil status, ethical practices and integrity are significant to honesty practices.



**Table 25. Test of Difference on the Honesty Practices of Tourism Industry Workers when Analyzed as to their Educational Attainment**

Honesty	Elem/HS	Voc/ College	Bachelor/ MA	Total	X <sup>2</sup>	df	p-value	Decision	Interpretation
VHP	2 (8.05) <b>-3.4</b>	15 (26.28) <b>-4.3</b>	42 (24.67) <b>6.7</b>	59	48.364	4	0.000	Reject Ho	significant
HP	8 (5.05) 1.7	26 (16.48) <b>3.9</b>	3 (15.47) <b>-5.7</b>	37					
P	5 (1.91) <b>2.6</b>	8 (6.24) 1.0	1 (5.85) <b>-2.8</b>	14					
<b>Total</b>	15	49	46	110					

Table 25 on the previous page presents the test of difference on the honesty of tourism industry workers when analyzed as to their educational attainment. It can be gleaned from the table that the chi-square value was 48.364 with registered p-value of 0.000 which was found significant. When the cells are compared using the standardized residual analysis, results showed that the tourism industry workers very highly practiced honesty garnered a value 6.7. This means that this cell is the one greatly responsible for the significance of the chisquare value. In other words, tourism industry workers who were Bachelor’s/Masters Degree holders very highly practiced honesty.

The finding is parallel to the study of Rambe and Ndofirepi (2017) which revealed significant differences amongst respondents with different levels of education on their responses to both work-related and customer-related ethics scenarios which is honesty. They further stated that those respondents in tourism industry with better educational qualifications reported positive ethical practices in terms of honesty compared with low educational attainment.

**Table 26. Test of Difference on the Honesty Practices of Tourism Industry Workers when Analyzed as to Number of their Trainings and Seminars Attended**

Honesty	6 or less	More than 6	Total	X <sup>2</sup> -value	df	p-value	Decision	Interpretation
VHP	43 (40.76)	16 (18.24)	59	4.844	2	0.089	Accept Ho	Not-significant
HP	21 (25.56)	16 (11.44)	37					
P	12 (9.67)	2 (4.33)	14					
<b>Total</b>	76	34	110					

Table 26 presents the test of difference on the honesty of tourism industry workers when analyzed as to their number of seminars and trainings attended. It can be gleaned from the table that the chi-square value was 4.844 with registered p-value of 0.089 which was found non-significant. **It is not necessary to compute for standardized residual analysis because the relationship between variables is not significant.** Henceforth, there will be no report about standardized residual analysis or differences that are not significant. The finding is opposite to the study of Chand and Ambardar (2010) which stated that trainings have significant difference between ethics practices in the workplace.

**Table 27. Test of Difference on the Integrity Practices of Tourism Industry Workers when Analyzed as to their Sex**

Integrity	Male	Female	Total	X <sup>2</sup> -value	df	p-value	Decision	Interpretation
VHP	28 (26.92)	35 (36.08)	63	0.188	2	0.910	Accept Ho	Not-significant
HP	14 (14.95)	21 (20.05)	35					
P	5 (5.13)	7 (6.87)	12					
<b>Total</b>	47	63	110					

Table 27 presents the test of difference on the integrity of tourism industry workers when analyzed as to their sex. It can be gleaned from the table that the chi-square value was 0.188 with registered p-value of 0.910 which was found non-significant. This implies that the integrity among respondents does not differ according to sex. **It is not necessary to compute for standardized residual analysis because the relationship between variables is not significant. Henceforth, there will be no report about standardized residual analysis or differences that are not significant.**

The finding is opposite of the study of Atakan, Burnaz and Topcu (2007) revealed significant difference between genders and ethical practices which is integrity.

**Table 28. Test of Difference on the Integrity Practices of Tourism Industry Workers when Analyzed as to their Age**

Integrity	18 - 27	28-37	Above 37	Total	X <sup>2</sup>	df	p-value	Decision	Interpretation
VHP	22 (24.05) -0.8	30 (28.64) 0.5	11 (10.31) 0.4	63	10.561	4	0.032	Reject Ho	significant
HP	18 (13.36) <b>2.0</b>	15 (15.91) -0.4	2 (5.73) <b>-2.4</b>	35					
P	2 (4.58) -1.6	5 (5.45) -0.3	5 (1.96) <b>2.5</b>	12					
<b>Total</b>	42	50	18	110					

Table 28 presents the test of difference on the integrity of tourism industry workers when analyzed as to their age. It can be gleaned from the table that the chi-square value was 10.561 with registered p-value of 0.032 which was found significant. This implies that the integrity among respondents differs according to their age. When the cells are compared using the standardized residual analysis, results showed that the tourism industry workers practiced integrity garnered a value 2.5. This means that this cell is the one greatly responsible for the significance of the chi-square value. In other words, tourism industry workers who are above 37 years old practiced integrity. The finding is parallel to the study of Rambe and Ndofirepi (2017) that there is significant difference between age categories of ethical practices which is integrity.

**Table 29. Test of Difference on the Integrity Practices of Tourism Industry Workers when Analyzed as to their Civil Status**

Integrity	S/W/Se	Married	Total	X <sup>2</sup> -value	df	p-value	Decision	Interpretation
VHP	39 (40.09)	24 (22.91)	63	0.760	2	0.684	Accept Ho	Not-significant
HP	22 (22.27)	13 (12.73)	35					
P	9 (7.64)	3 (4.36)	12					
<b>Total</b>	70	40	110					

Table 29 on the previous page presents the test of difference on the integrity of tourism industry workers when analyzed as to their civil status. It can be gleaned from the table that the chi-square value was 0.760 with registered pvalue of 0.684 which was found non-significant. This implies that the integrity among respondents does not differ according to their civil status. It is not necessary to compute for standardized residual analysis because the relationship between variables is not significant. Henceforth, there will be no report about standardized residual analysis or differences that are not significant. The finding is contrary to the study of Buffa (2015) which stated that statistically significant differences emerge in civil status and ethics practices which is integrity.

**Table 30. Test of Difference on the Integrity Practices of Tourism Industry Workers when Analyzed as to their Educational Attainment**

Integrity	Elem/ HS	Voc/ College	Bachelor/ MA	Total	X <sup>2</sup>	df	p-value	Decision	Interpretation
VHP	7 (8.59)	32 (28.64)	24 (25.77)	63	6.610	4	0.158	Accept Ho	Not-significant
HP	4 (4.77)	13 (15.91)	18 (14.32)	35					
P	4 (1.64)	5 (5.45)	3 (4.91)	12					
<b>Total</b>	15	50	45	110					

Table 30 presents the test of difference on the integrity of tourism industry workers when analyzed as to their educational attainment. It can be gleaned from the table that the chi-square value was 6.610 with registered p-value of 0.158 which was found non-significant. This implies that the integrity among respondents does not differ according to their educational attainment. **It is not necessary to compute for standardized residual analysis because the relationship between variables is not significant. Henceforth, there will be no report about standardized residual analysis or differences that are not significant.**

The finding is supported to the study of Rambe and Ndofirepi (2017) revealed significant differences amongst tourism workers with different levels of education on their responses to both work-related and customer-related ethics scenarios which is honesty. They further stated that those respondents in tourism industry with better educational qualifications reporting positive ethical practices in terms of honesty compared with low educational attainment.

**Table 31. Test of Difference on the Integrity Practices of Tourism Industry Workers when Analyzed as to the Number of their Trainings and Seminars Attended**

Integrity	≤6	>6	Total	X <sup>2</sup> -value	df	p-value	Decision	Interpretation
VHP	40 (43.53)	23 (19.47)	63	2.184	2	0.336	Accept Ho	Not-significant
HP	27 (24.18)	8 (10.82)	35					
P	9 (8.29)	3 (3.71)	12					
<b>Total</b>	76	34	110					

Table 31 presents the test of difference on the integrity of tourism industry workers when analyzed as to their number of trainings and seminars attended. It can be gleaned from the table that the chi-square value was 2.184 with registered p-value of 0.336 which was found non-significant. This implies that the integrity among respondents does not differ according to the number of trainings and seminars attended. **It is not necessary to compute for standardized residual analysis because the relationship between variables is not significant.** Henceforth, there will be no report about standardized residual analysis or differences that are not significant. The finding is opposite the study of Chand and Ambardar (2010) stated the significant difference in the usage of trainings and ethics practices which is integrity.

**Table 32. Test of Difference on the Trustworthiness Practices of Tourism Industry Workers when Analyzed as to their Sex**

Trustworthiness	Male	Female	Total	X <sup>2</sup> -value	df	p-value	Decision	Interpretation
VHP	32 (29.91)	38 (40.09)	70	0.702	2	0.704	Accept Ho	Not-significant
HP	12 (13.67)	20 (18.33)	32					
P	3 (3.42)	5 (4.58)	8					
<b>Total</b>	47	63	110					

Table 32 on the previous page presents the test of difference on the trustworthiness of tourism industry workers when analyzed as to their sex. It can be gleaned from the table that the chi-square value was 0.702 with registered a p-value of 0.704 which was found non-significant. This implies that the trustworthiness among respondents does not differ according to sex. It is not necessary to compute for standardized residual analysis because the relationship between variables is not significant. Henceforth, there will be no report about standardized residual analysis or differences that are not significant. The finding is opposite the study of Rambe and Ndofirepi (2017) which stated that there is significant difference between sex categories of ethical practices which is trustworthiness.

**Table 33. Test of Difference on the Trustworthiness Practices of Tourism Industry Workers when Analyzed as to their Age**

Trustworthiness	18 - 27	28- 37	Above 37	Total	X <sup>2</sup>	df	p-value	Decision	Interpretation
VHP	37	44	11	92	7.979	4	0.092	Accept Ho	Not-significant
HP	5	6	7	18					
<b>Total</b>	42	50	18	110					

Table 33 presents the test of difference on the trustworthiness of tourism industry workers when analyzed as to their age. It can be gleaned from the table that the chi-square value was 7.979 with registered p-value of 0.092 which was found non-significant. This implies that the trustworthiness level of respondents did not differ according to their age. **It is not necessary to compute for standardized residual analysis because the relationship between variables is not significant. Henceforth, there will be no report about standardized residual analysis or differences that are not significant.** The finding is opposite to the study of Rambe and Ndofirepi (2017) which stated that there is significant difference between age categories of ethical practices which is trustworthiness.

**Table 34. Test of Difference on the Trustworthiness Practices of Tourism Industry Workers when Analyzed as to their Civil Status**

Trustworthiness	S/W/Se	Married	Total	X <sup>2</sup> -value	df	p-value	Decision	Interpretation
VHP	44 (44.55) -0.2	26 (25.45) 0.2	70	6.965	2	0.031	Reject Ho	significant
HP	24 (20.36) 1.6	8 (11.64) -1.6	32					
P	2 (5.09) -2.4	6 (2.91) 2.4	8					
<b>Total</b>	70	40	110					

Table 34 presents the test of difference on the trustworthiness of tourism industry workers when analyzed as to their civil status. It can be gleaned from the table that the chi-square value was 6.965 with a registered p-value of 0.031 which was found significant. This implies that the trustworthiness level of respondents differs according to their civil status. The table showed that married workers practiced more accountability compared to single employees. When the cells are compared using the standardized residual analysis, results showed that the tourism industry workers practiced trustworthiness garnered a value 2.4. This means that this cell is the one greatly responsible for the significance of the chisquare value. In other words, tourism industry workers who are married had practiced trustworthiness.

The finding is completely parallel the study of Buffa (2015) stated that statistically significant differences emerge in civil status and ethics practices which are trustworthiness.

**Table 35. Test of Difference on the Trustworthiness Practices of Tourism Industry Workers when Analyzed as to their Educational Attainment**

Trustworthiness	Elem/ HS	Voc/ College	Bachelor/ MA	Total	X <sup>2</sup>	df	p-value	Decision	Interpretation
VHP	11 (9.55)	35 (31.82)	24 (28.64)	70	7.391	4	0.117	Accept Ho	Not-significant
HP	2 (4.36)	11 (14.55)	19 (13.09)	32					
P	2 (1.09)	4 (3.64)	2 (3.27)	8					
<b>Total</b>	15	50	45	110					

Table 35 presents the test of difference on the trustworthiness of tourism industry workers when analyzed as to their educational attainment. It can be gleaned from the table that the chi-square value was 7.391 with a registered pvalue of 0.117 which was found non-significant. A guest and an employer can expect comparable trustworthiness among respondents regardless of their educational attainment. **It is not necessary to compute for standardized residual analysis because the relationship between variables is not significant. Henceforth, there will be no report about standardized residual analysis or differences that are not significant.**

The finding is parallel to the study of Rambe and Ndofirepi (2017) which revealed significant differences amongst respondents with different levels of education on their responses to both work-related and customer related ethics practices which is trustworthiness. They further stated that those respondents in tourism industry with better educational qualifications reporting positive ethical practices in terms of trustworthiness compared with low educational attainment.

**Table 36. Test of Difference on the Trustworthiness Practices of Tourism Industry Workers when Analyzed as to the Number of Trainings and Seminars Attended**

Trustworthiness	≤6	>6	Total	X <sup>2</sup> -value	df	p-value	Decision	Interpretation
VHP	47 (49)	23 (21)	70	3.724	2	0.155	Accept Ho	Not-significant
HP	26 (22.40)	6 (9.60)	32					
P	4 (5.60)	4 (2.40)	8					
<b>Total</b>	77	33	110					

Table 36 presents the test of difference on the trustworthiness of tourism industry workers when analyzed as to their number of trainings and seminars attended. It can be gleaned from the table that the chi-square value was 3.724 with a registered p-value of 0.155 which was found non-significant. This implies that the trustworthiness among respondents does not differ according to the number of trainings and seminars they attended. **It is not necessary to compute for standardized residual**

analysis because the relationship between variables is not significant. Henceforth, there will be no report about standardized residual analysis or differences that are not significant.

The finding is opposite to the study of Chand and Ambardar (2010) which stated that there is a significant difference in the usage of trainings and ethics practices towards trustworthiness.

**Table 37. Test of Difference on the Loyalty Practices of Tourism Industry Workers when Analyzed as to their Sex**

Loyalty	Male	Female	Total	X <sup>2</sup> -value	df	p-value	Decision	Interpretation
VHP	41 (39.31)	51 (52.69)	92	0.776	1	0.378	Accept Ho	Not-significant
HP	6 (7.69)	12 (10.31)	18					
<b>Total</b>	47	63	110					

Table 37 on the previous page presents the test of difference on the loyalty of tourism industry workers when analyzed as to their sex. It can be gleaned from the table that the chi-square value was 0.776 with registered pvalue of 0.378 which was found non-significant. This implies that the loyalty among respondents does not differ according to sex. **It is not necessary to compute for standardized residual analysis because the relationship between variables is not significant. Henceforth, there will be no report about standardized residual analysis or differences that are not significant.**

The finding is opposite to the study of Rambe and Ndofirepi (2017) that there is significant difference between sex categories of ethical practices which is loyalty.

**Table 38. Test of Difference on the Loyalty Practices of Tourism Industry Workers when Analyzed as to their Age**

Loyalty	18 - 27	28-37	Above 37	Total	X <sup>2</sup>	df	p-value	Decision	Interpretation
VHP	37 (35.13) 1.0	44 (41.82) 1.1	11 (15.05) <b>-2.8</b>	92	7.979	2	0.019	Reject Ho	significant
HP	5 (6.87) -1.0	6 (8.18) -1.1	7 (2.95) <b>2.8</b>	18					
<b>Total</b>	42	50	18	110					

Table 38 presents the test of difference on the loyalty of tourism industry workers when analyzed as to their age. It can be gleaned from the table that the chi-square value was 7.979 with registered p-value of 0.019 which was found significant. This implies that the loyalty level of respondents differs according to their age. When the cells are compared using the standardized residual analysis, results showed that the tourism industry workers highly practiced loyalty garnered a value 2.8. This means that this cell is the one greatly responsible for the significance of the chi-square value. In other words, tourism industry workers who were above 37 had highly practiced loyalty. The finding is parallel to the study of Rambe and Ndofirepi (2017) which stated that there is a significant difference between age categories of ethical practices and loyalty.

**Table 39. Test of Difference on the Loyalty Practices of Tourism Industry Workers when Analyzed as to their Civil Status**

Loyalty	S/W/Se	Married	Total	X <sup>2</sup> -value	df	p-value	Decision	Interpretation
VHP	60 (58.55)	32 (33.45)	92	0.607	1	0.436	Accept Ho	Not-significant
HP	10 (11.45)	8 (6.55)	18					
<b>Total</b>	70	40	110					

Table 39 presents the test of difference on the loyalty of tourism industry workers when analyzed as to their civil status. It can be gleaned from the table that the chi-square value was 0.607 with registered p-value of 0.436 which was found non-significant. This implies that the honesty level of respondents does not differ according to civil status. **It is not necessary to compute for standardized residual analysis because the relationship between variables is not significant. Henceforth, there will be no report about standardized residual analysis or differences that are not significant.**

The finding is completely opposite to the study of Buffa (2015) stated that statistically significant differences emerge in civil status and ethics practices which is loyalty.

**Table 40. Test of Difference on the Loyalty Practices of Tourism Industry Workers when Analyzed as to their Educational Attainment**

Loyalty	Elem/ HS	Voc/ College	Bachelor/ MA	Total	X <sup>2</sup>	df	p- value	Decision	Interpretation
VHP	8 (12.55) <b>-3.4</b>	42 (41.82) 0.1	42 (37.64) <b>2.3</b>	92	13.161	2	0.001	Reject Ho	significant
HP	7 (2.45) <b>3.4</b>	8 (8.18) -0.1	3 (7.36) <b>-2.3</b>	18					
<b>Total</b>	15	50	45	110					

Table 40 presents the test of difference on the loyalty among tourism industry workers when analyzed as to their educational attainment. It can be gleaned from the table that the chi-square value was 13.161 with registered p-value of 0.001 which was found significant. This implies that loyalty among respondents vary according to their educational qualification. When the cells are compared using the standardized residual analysis, results showed that the tourism industry workers highly practiced loyalty garnered a value 3.4. This means that this cell is the one greatly responsible for the significance of the chisquare value. In other words, tourism industry workers who were under Elementary and High School level had highly practiced loyalty.

The finding is parallel to the study of Rambe and Ndofirepi (2017) which revealed that there is a significant difference amongst tourism workers with different levels of education to both work-related and customer-related ethical practices in terms of loyalty.

**Table 41. Test of Difference on the Loyalty Practices of Tourism Industry Workers when Analyzed as to the Number of Trainings and Seminars Attended**

Loyalty	≤6	>6	Total	X <sup>2</sup> - value	df	p- value	Decision	Interpretation
VHP	64 (63.56)	28 (28.44)	92	0.059	1	0.808	Accept Ho	Not-significant
HP	12 (12.44)	6 (5.56)	18					
<b>Total</b>	76	34	110					

Table 41 presents the test of difference on the loyalty among tourism industry workers when analyzed as to their number of seminars and trainings attended. It can be gleaned from the table that the chi-square value was 0.059 with registered p-value of 0.808 which was found non-significant. This implies that loyalty among respondents does not differ according to the number of their trainings and seminars attended. **It is not necessary to compute for standardized residual analysis because the relationship between variables is not significant. Henceforth, there will be no report about standardized residual analysis or differences that are not significant.**

The finding is opposite to the study of Chand and Ambardar (2010) which stated that there is significant difference in the usage of trainings and ethics practices with loyalty.

**Table 42. Test of Difference on the Fairness Practices of Tourism Industry Workers when Analyzed as to their Sex**

Fairness	Male	Female	Total	X <sup>2</sup> - value	df	p- value	Decision	Interpretation
VHP	21 (29.48) <b>-3.4</b>	48 (39.52) <b>3.4</b>	69	13.787	2	0.001	Reject Ho	significant
HP	19 (14.10) <b>2.1</b>	14 (18.90) <b>-2.1</b>	33					
P	7 (3.42) <b>2.7</b>	1 (4.58) <b>-2.7</b>	8					
<b>Total</b>	47	63	110					

Table 42 on the next page presents the test of difference on the fairness of tourism industry workers when analyzed as to their sex. It can be gleaned from the table that the chi-square value was 13.787 with registered p-value of 0.001. This implies that fairness among respondents differs according to sex. When the cells are compared using the standardized residual analysis, results showed that females very highly practiced fairness garnered a value 3.4. This means that this cell is the one greatly responsible for the significance of the chi-square value. In other words, females very highly practiced fairness than males. The finding is parallel to the study of Rambe and Ndofirepi (2017) which stated that significant difference between sex categories of ethical practices which is fairness.

**Table 43. Test of Difference on the Fairness Practices of Tourism Industry Workers when Analyzed as to their Age**

Fairness	18 - 27	28-37	Above 37	Total	X <sup>2</sup>	df	p-value	Decision	Interpretation
VHP	32 (26.35)	27 (31.36)	10 (11.29)	69	9.286	4	0.054	Accept Ho	Not-significant
HP	6 (12.60)	21 (15.00)	6 (5.40)	33					
P	4 (3.05)	2 (3.64)	2 (1.31)	8					
<b>Total</b>	42	50	18	110					

Table 43 presents the test of difference on the fairness of tourism industry workers when analyzed as to their age. It can be gleaned from the table that the chi-square value was 9.286 with registered p-value of 0.054 which was found significant. This implies that the fairness level of respondents differ according to their age. **It is not necessary to compute for standardized residual analysis because the relationship between variables is not significant. Henceforth, there will be no report about standardized residual analysis or differences that are not significant.**

The finding is opposite to the study of Rambe and Ndofirepi (2017) which stated that there is a significant difference between age categories of ethical practices which is fairness.

**Table 44. Test of Difference on the Fairness Practices of Tourism Industry Workers when Analyzed as to their Civil Status**

Fairness	S/W/Se	Married	Total	X <sup>2</sup> -value	df	p-value	Decision	Interpretation
VHP	48 (43.91) 1.7	21 (25.09) -1.7	69	7.731	1	0.021	Reject Ho	significant
HP	15 (21) -2.6	18 (12) 2.6	33					
P	7 (5.09) 1.5	1 (2.91) -1.5	8					
<b>Total</b>	70	40	110					

Table 44 presents the test of difference on the fairness of tourism industry workers when analyzed as to their civil status. It can be gleaned from the table that the chi-square value was 7.731 with registered p-value of 0.021 which was found significant at 0.05 level. The residual analysis showed that married workers had highly practiced fairness in their job than non-married workers. This implies that fairness among respondents differs according to civil status. When the cells are compared using the standardized residual analysis, results showed that married workers highly practiced fairness garnered a value 2.6. This means that this cell is the one greatly responsible for the significance of the chi-square value. In other words, married industry workers highly practiced fairness than single/widow or separated individuals. The finding is completely parallel the study of (Buffa, 2015) stated that statistically significant differences emerge in civil status and ethics practices which are fairness.

**Table 45. Test of Difference on the Fairness Practices of Tourism Industry Workers when Analyzed as to their Educational Attainment**

Fairness	Elem/ HS	Voc/ College	Bachelor/ MA	Total	X <sup>2</sup>	df	p-value	Interpretation
VHP	9 (9.41) -0.2	27 (31.36) -1.7	33 (28.23) 1.9	69	14.398	4	0.006	Not-significant
HP	2 (4.50) -1.5	20 (15) 2.1	11 (13.50) -1.1	33				
P	4 (1.09) 3.1	3 (3.64) -0.5	1 (3.27) -1.7	8				
<b>Total</b>	15	50	45	110				

Table 45 presents the test of difference on fairness among tourism industry workers when analyzed as to their educational attainment. It can be gleaned from the table that the chi-square value was 14.398 with registered p-value of 0.006 which was found significant. This implies that fairness among respondents vary according to their educational qualification. When the cells are compared using the standardized residual analysis, results showed that those workers under elementary and high school level has practiced fairness garnered a value 3.1. This means that this cell is the one greatly responsible for the significance of the chi-square value. In other words, they significantly practiced fairness than those who were under vocational/college and bachelor/master's degree.

The finding is supported to the study of Rambe and Ndofirepi (2017) revealed significant differences amongst tourism workers with different levels of education on their responses to both work-related and customer-related ethics practices which is fairness. They further stated that those respondents in tourism industry with better educational qualifications reporting positive ethical practices in terms of fairness compared with low educational attainment.

**Table 46. Test of Difference on the Fairness Practices of Tourism Industry Workers when Analyzed as to the Number of their Trainings and Seminars Attended**

Fairness	≤6	>6	Total	X <sup>2</sup> -value	df	p-value	Decision	Interpretation
VHP	45 (47.67)	24 (21.33)	69	1.959	2	0.376	Accept Ho	Not-significant
HP	24 (22.80)	9 (10.20)	33					
P	7 (5.53)	1 (2.47)	8					
<b>Total</b>	76	34	110					

Table 46 presents the test of difference on the fairness of tourism industry workers when analyzed as to their number of seminars and trainings attended. It can be gleaned from the table that the chi-square value was 1.959 with registered p-value of 0.376 which was found non-significant. This implies that fairness among respondents do not differ according to the number of their trainings and seminars attended. **It is not necessary to compute for standardized residual analysis because the relationship between variables is not significant. Henceforth, there will be no report about standardized residual analysis or differences that are not significant.**

The finding is opposite the study of Chand and Ambardar (2010) stated that there is significant difference in the usage of trainings and ethics practices which is fairness.

**Table 47. Test of Difference on the Concern/Caring Practices of Tourism Industry Workers when Analyzed as to their Sex**

Concern	Male	Female	Total	X <sup>2</sup> -value	df	p-value	Decision	Interpretation
VHP	35 (29.91) 2.2	35 (40.09) -2.2	70	4.878	1	0.027	Reject Ho	Significant
HP	11 (17.09) -2.2	28 (22.91) 2.2	40					
<b>Total</b>	47	63	110					

Table 47 on the previous page presents the test of difference on the concern for others of tourism industry workers when analyzed as to their sex. It can be gleaned from the table that the chi-square value was 4.878 with registered p-value of 0.027 which was found significant. The residual analysis showed that male workers had very highly practiced concern for others in tourism industry than their female counterparts which garnered a value of 2.2. This means that this cell is the one greatly responsible for the significance of the chisquare value. The finding is parallel to the study of Rambe and Ndofirepi (2017) which stated that there is significant difference between sex categories of ethical practices which is concern/caring for others.

**Table 48. Test of Difference on the Concern/Caring Practices of Tourism Industry Workers when Analyzed as to their Age**

Concern	18 - 27	28-37	Above 37	Total	X <sup>2</sup>	df	p-value	Interpretation
VHP	37 (26.73) 4.2	25 (31.82) -2.7	8 (11.45) -1.9	70	17.741	2	0.000	Significant
HP	5 (15.27) -4.2	25 (18.18) 2.7	10 (6.55) 1.9	40				
<b>Total</b>	42	50	18	110				

Table 48 presents the test of difference on the concern/caring of tourism industry workers when analyzed as to their age. It can be gleaned from the table that the chi-square value was 17.741 with registered p-value of 0.000 which was found significant. This implies that concern or sense of caring among respondents differ according to their age. When the cells are compared using the standardized residual analysis, results showed that those workers under 18 to 27 years old very highly practiced concern gained a standardized residual value of 4.2. This means that this cell is the one greatly responsible for the significance of the chi-square value. In other words, the ages 18 to 27 very highly practiced concern than the other age range.

The finding is parallel to the study of Rambe and Ndofirepi (2017) which stated that there is a significant difference between age categories of ethical practices which is concern/caring for others.



**Table 49. Test of Difference on the Concern/Caring Practices of Tourism Industry Workers when Analyzed as to their Civil Status**

Concern	S/W/Se	Married	Total	X <sup>2</sup> - value	df	p- value	Decision	Interpretation
VHP	47 (44.55)	23 (25.45)	70	1.023	1	0.312	Accept Ho	Not-significant
HP	23 (25.45)	17 (14.55)	40					
<b>Total</b>	70	40	110					

Table 49 presents the test of difference on the concern/caring of tourism industry workers when analyzed as to their civil status. It can be gleaned from the table that the chi-square value was 1.023 with registered p-value of 0.312 which was found non-significant. This implies that the concern/caring among does not differ according to civil status. **It is not necessary to compute for standardized residual analysis because the relationship between variables is not significant. Henceforth, there will be no report about standardized residual analysis or differences that are not significant.**

The finding is completely opposite to the study of Buffa (2015) stated that statistically significant differences emerge in civil status and ethical practices which is concern/caring for others.

**Table 50. Test of Difference on the Concern/Caring Practices of Tourism Industry Workers when Analyzed as to their Educational Attainment**

Concern	Elem/ HS	Voc/ College	Bachelor/ MA	Total	X <sup>2</sup>	df	p- value	Decision	Interpretation
VHP	13 (9.55) <b>2.0</b>	37 (31.82) <b>2.1</b>	20 (28.64) <b>-3.5</b>	70	12.922	2	0.002	Reject Ho	Significant
HP	2 (5.45) <b>-2.0</b>	13 (18.18) <b>-2.1</b>	25 (16.36) <b>3.5</b>	40					
<b>Total</b>	15	50	45	110					

Table 50 presents the test of difference on concern/caring among tourism industry workers when analyzed as to their educational attainment. It can be gleaned from the table that the chi-square value was 12.922 with registered pvalue of 0.002 which was found significant. The residual analysis showed that bachelor/MA workers highly practiced concern/caring to others than elementary/high school and vocational/college workers gained a standardized residual value of 3.5. This means that this cell is the one greatly responsible for the significance of the chi-square value. In other words, the bachelor/MA workers showed concern than the other respondents with different educational attainment. The finding is parallel to the study of Rambe and Ndofirepi (2017) which revealed that there is a significant difference amongst respondents with different levels of education on their responses to both work-related and customer-related ethics scenarios which is concern for others. They further stated that those respondents in tourism industry with better educational qualifications reporting positive ethical practices in terms of concern/caring compared with low educational attainment.

**Table 51. Test of Difference on the Concern/Caring Practices of Tourism Industry Workers when Analyzed as to the Number of Trainings and Seminars Attended**

Concern	≤6	>6	Total	X <sup>2</sup> - value	df	p- value	Decision	Interpretation
VHP	52 (48.36)	18 (21.64)	70	2.433	1	0.119	Accept Ho	Not-significant
HP	24 (27.64)	16 (12.36)	40					
<b>Total</b>	76	34	110					

Table 51 presents the test of difference on the concern/caring among tourism industry workers when analyzed as to their number of seminars and trainings attended. It can be gleaned from the table that the chi-square value was 2.433 with registered p-value of 0.119 which was found non-significant. This implies that concern/caring among respondents does not differ according to the number of their trainings and seminars attended. This means that seminars and trainings are not contributory in developing respondents' practice of concern/caring. **It is not necessary to compute for standardized residual analysis because the relationship between variables is not significant. Henceforth, there will be no report about standardized residual analysis or differences that are not significant.**

The finding is opposite the study of Chand and Ambardar (2010) stated that there is significant difference in the usage of trainings and ethics practices which is concern/caring for others.

**Table 52. Test of Difference on the Respect Practices of Tourism Industry Workers when Analyzed as to their Sex**

Respect	Male	Female	Total	X <sup>2</sup> - value	df	p- value	Decision	Interpretation
VHP	42 (41.45)	55 (55.55)	97	0.716	1	0.699	Accept Ho	Not-significant
HP	3 (2.56)	3 (3.44)	6					
P	2 (2.99)	5 (4.01)	7					
<b>Total</b>	47	63	110					

Table 52 presents the test of difference on the respect for others of tourism industry workers when analyzed as to their sex. It can be gleaned from the table that the chi-square value was 0.716 with registered p-value of 0.699 which was found non-significant. This implies that the respect for others among respondents does not differ according to sex. **It is not necessary to compute for standardized residual analysis because the relationship between variables is not significant. Henceforth, there will be no report about standardized residual analysis or differences that are not significant.**

This denotes that respondents exercise respect for others at a comparable manner regardless of their sex. The finding is opposite the study of Rambe and Ndfirepi (2017) which stated that there is significant difference between sex categories of ethical practices which is respect for others.

**Table 53. Test of Difference on the Respect for Others Practices of Tourism Industry Workers when Analyzed as to their Age**

Respect	18 - 27	28-37	Above 37	Total	X <sup>2</sup>	df	p- value	Decision	Interpretation
VHP	39 (37.04)	43 (44.09)	15 (15.87)	97	2.318	4	1.515	Accept Ho	Not-significant
P to HP	3 (2.29)	7 (2.73)	3 (0.98)	13					
<b>Total</b>	42	50	18	110					

Table 53 presents the test of difference on the respect for others of tourism industry workers when analyzed as to their age. It can be gleaned from the table that the chi-square value was 2.318 with registered p-value of 1.515 which was found non-significant. This implies that the respect for others among respondents does not differ according to their age. Young and old respondents alike practice respect for others comparably. **It is not necessary to compute for standardized residual analysis because the relationship between variables is not significant. Henceforth, there will be no report about standardized residual analysis or differences that are not significant.**

This means that respect among workers and towards customers and guests is very evident in tourism-related establishments. The finding is opposite the study of Rambe and Ndfirepi (2017) stated that there is significant difference between age categories of ethical practices which is respect for others.

**Table 54. Test of Difference on the Respect for Others Practices of Tourism Industry Workers when Analyzed as to their Civil Status**

Respect	S/W/Se	Married	Total	X <sup>2</sup> - value	df	p- value	Decision	Interpretation
VHP	62 (61.73)	35 (35.27)	97	2.315	2	0.314	Accept Ho	Not-significant
HP	5 (25.45)	1 (14.55)	6					
P	3 (4.45)	4 (2.55)	7					
<b>Total</b>	70	40	110					

Table 54 presents the test of difference on the respect of others among tourism industry workers when analyzed as to their civil status. It can be gleaned from the table that the chi-square value was 2.315 with registered p-value of 0.314 which was found non-significant. This implies that the respect for others 77 among respondents does not differ according to civil status. This means that respondents regardless of their civil status married or not, practice respect for other in the workplace at a similar level. **It is not necessary to compute for standardized residual analysis because the relationship between variables is not significant. Henceforth, there will be no report about standardized residual analysis or differences that are not significant.**

The finding is completely opposite to the study of Buffa (2015) stated that statistically significant differences emerge in civil status and ethics practices which is respect for others.

**Table 55. Test of Difference on the Respect for Others Practices of Tourism Industry Workers when Analyzed as to their Educational Attainment**

Respect	Elem/ HS	Voc/ College	Bachelor/ MA	Total	X <sup>2</sup>	df	p-value	Decision	Interpretation
VHP	8 (13.23) -4.5	46 (44.09) 1.1	43 (39.68) 2.0	97	20.527	2	0.000	Reject Ho	Significant
P to HP	7(1) 4.5	4 (18.18) -1.1	2 (16.36) -2.0	13					
<b>Total</b>	15	50	45	110					

Table 55 presents the test of difference on respect for others among tourism industry workers when analyzed as to their educational attainment. It can be gleaned from the table that the chi-square value was 20.527 with registered pvalue of 0.000 which was found significant. This implies that respect among respondents vary according to their educational qualification.

When the cells are compared using the standardized residual analysis, results showed that those workers with elementary and high school educational background highly practiced respect had gained a standardized residual value of 4.5. This means that this cell is the one greatly responsible for the significance of the chi-square value. In other words, the said tourism industry workers highly practiced respect than the other educational attainment of respondents.

The finding is parallel the study of Rambe and Ndofirepi (2017) revealed that there is significant differences amongst tourism workers with different levels of education on their responses to both work-related and customer-related ethics scenarios which is respect for others.

**Table 56. Test of Difference on the Respect for Others Practices of Tourism Industry Workers when Analyzed as to the Number of Trainings and Seminars Attended**

Respect	≤6	>6	Total	X <sup>2</sup> -value	df	p-value	Decision	Interpretation
VHP	70 (67.02) 1.9	27 (29.98) -1.9	97	10.845	2	0.004	Reject Ho	significant
HP	5 (4.15) 0.8	1 (1.85) -0.8	6					
P	1 (4.84) -3.2	6 (2.16) 3.2	7					
<b>Total</b>	76	34	110					

Table 56 presents the test of difference on the respect to others among tourism industry workers when analyzed as to their number of seminars and trainings attended. It can be gleaned from the table that the chi-square value was 10.845 with registered p-value of 0.004 which was found significant. This implies that respect among respondents differs according to the number of their trainings and seminars attended. When the cells are compared using the standardized residual analysis, results showed that those workers having greater than 6 number of trainings and seminars attended practiced respect gained a standardized residual value of 3.2. This means that this cell is the one greatly responsible for the significance of the chi-square value. In other words, those workers with greater number of seminars and trainings had practiced respect to others.

The finding is parallel to the study of Chand and Ambardar (2010) which stated that there is a significant difference in the usage of trainings and ethics practices in terms of respect for others.

**Table 57. Test of Difference on the Responsible Citizenship Practices of Tourism Industry Workers when Analyzed as to their Sex**

Citizenship	Male	Female	Total	X <sup>2</sup> -value	df	p-value	Decision	Interpretation
VHP	45	57	102	1.108	1	0.293	Accept Ho	Not-significant
HP	2	6	8					
<b>Total</b>	47	63	110					

Table 57 presents the test of difference on the responsible citizenship of tourism industry workers when analyzed as to their sex. It can be gleaned from the table that the chi-square value was 1.108 with registered p-value of 0.293 which was found non-significant. This implies that the practice of responsible citizenship among respondents does not differ according to sex. Male and female respondents alike practice responsible citizenship at a comparable level. **It is not necessary to compute for standardized residual analysis because the relationship between variables is not significant. Henceforth, there will be no report about standardized residual analysis or differences that are not significant.**

The finding is opposite the study of Rambe and Ndofirepi (2017) stated that there is a significant difference between sex categories and ethical practices which is responsible citizenship.

**Table 58. Test of Difference on the Responsible Citizenship Practices of Tourism Industry Workers when Analyzed as to their Age**

Citizenship	18 - 27	28-37	Above 37	Total	X <sup>2</sup>	df	p-value	Decision	Interpretation
VHP	41 (38.95)	46 (46.36)	15 (16.69)	102	3.885	2	0.143	Accept Ho	Not-significant
HP	1 (3.05)	4 (3.64)	3 (1.31)	8					
<b>Total</b>	42	50	18	110					

Table 58 presents the test of difference on the responsible citizenship among tourism industry workers when analyzed as to their age. It can be gleaned from the table that the chi-square value was 3.885. This yielded a p-value of 0.143 which was insignificant at 0.05 level of significance. This led to the acceptance of the null hypothesis. This implies that the responsible citizenship level among respondents does not differ according to their age. This outlines that the duty to become responsible citizens is common to everyone regardless of one’s age. **It is not necessary to compute for standardized residual analysis because the relationship between variables is not significant. Henceforth, there will be no report about standardized residual analysis or differences that are not significant.**

The finding is opposite the study of Rambe and Ndofirepi (2017) stated that there is a significant difference between age categories and ethical practices which is responsible citizenship.

**Table 59. Test of Difference on the Responsible Citizenship Practices of Tourism Industry Workers when Analyzed as to their Civil Status**

Citizenship	S/W/Se	Married	Total	X <sup>2</sup> value	df	p-value	Decision	Interpretation
VHP	68 (64.91) 2.4	34 (37.09) -2.4	102	5.565	1	0.018	Reject Ho	Significant
HP	2 (5.09) -2.4	6 (2.91) 2.4	8					
<b>Total</b>	70	40	110					

Table 59 presents the test of difference on the responsible citizenship among tourism industry workers when analyzed as to their civil status. It can be gleaned from the table that the chi-square value was 5.565 with registered pvalue of 0.018 which was found significant.

When the cells are compared using the standardized residual analysis, results showed that single/widow/separated very highly practiced responsible citizenship gained a standardized residual value of 2.4. This means that this cell is the one greatly responsible for the significance of the chi-square value. In other words, single workers adhere to responsible citizenship more compared to married workers.

The finding is completely opposite of the study of (Buffa, 2015) statistically significant differences emerge in civil status and ethics practices which is citizenship.

**Table 60. Test of Difference on the Responsible Citizenship Practices of Tourism Industry Workers when Analyzed as to their Educational Attainment**

Citizenship	Elem/ HS	Voc/ College	Bachelor/ MA	Total	X <sup>2</sup>	df	p-value	Decision	Interpretation
VHP	13 (13.91)	46 (46.36)	43 (41.73)	102	1.390	2	0.499	Accept Ho	Not-significant
HP	2 (1.09)	4 (3.64)	2 (3.27)	8					
<b>Total</b>	15	50	45	110					

Table 60 presents the test of difference on responsible citizenship among tourism industry workers when analyzed as to their educational attainment. It can be gleaned from the table that the chi-square value was 1.390 with registered pvalue of 0.499 which was found non-significant. This implies that responsible citizenship among respondents does not vary according to their educational qualification. This further means that workers regardless of their educational attainment are doing their duties and responsibilities to become responsible citizens. **It is not necessary to compute for standardized residual analysis because the relationship between variables is not significant. Henceforth, there will be no report about standardized residual analysis or differences that are not significant.**

The finding is opposite to the study of Rambe and Ndofirepi (2017) which revealed significant differences amongst tourism workers with different levels of education on their responses to both work-related and customer-related ethics scenarios which is honesty. They further stated that those individuals in tourism industry with better educational qualifications reporting positive ethical perceptions in terms of honesty compared with low educational attainment.

**Table 61. Test of Difference on the Responsible Citizenship Practices of Tourism Industry Workers when Analyzed as to the Number of Trainings and Seminars Attended**

Citizenship	≤6	>6	Total	X <sup>2</sup> - value	df	p- value	Decision	Interpretation
VHP	70 (70.47)	32 (31.53)	102	0.141	1	0.707	Accept Ho	Not-significant
HP	6 (5.53)	2 (2.47)	8					
<b>Total</b>	76	34	110					

Table 61 presents the test of difference on the honesty of tourism industry workers when analyzed as to their number of seminars and trainings attended. It can be gleaned from the table that the chi-square value was 0.141 with registered p-value of 0.707 which was found non-significant.

This implies that responsible citizenship among respondents does not differ according to the number of their trainings and seminars attended. This means that seminars and trainings are not contributory in developing respondents' practice of honesty. **It is not necessary to compute for standardized residual analysis because the relationship between variables is not significant. Henceforth, there will be no report about standardized residual analysis or differences that are not significant.**

As revealed by one of the respondents, these trainings were intended to improve skills and not values formation. The findings are opposite to the study of Chand & Ambardar (2010) which stated that there is a significant difference in the usage of trainings and ethical practices in terms of responsible citizenship

**Table 62. Test of Difference on the Pursuit of Excellence Practices of Tourism Industry Workers when Analyzed as to their Sex**

Excellence	Male	Female	Total	X <sup>2</sup> - value	df	p- value	Decision	Interpretation
VHP	31 (31.19)	42 (41.81)	73	0.006	1	0.938	Accept Ho	Not-significant
HP	16 (15.81)	21 (21.19)	37					
<b>Total</b>	47	63	110					

Table 62 presents the test of difference on the pursuit of excellence among tourism industry workers when analyzed as to their sex. It can be gleaned from the table that the chi-square value was 0.006 with registered p-value of 0.938 which was found non-significant. This implies that pursuit of excellence among respondents does not differ according to their sex. This means that the quest for excellence in the workplace cannot be a domain of a sole sexual orientation. **It is not necessary to compute for standardized residual analysis because the relationship between variables is not significant. Henceforth, there will be no report about standardized residual analysis or differences that are not significant.**

Workers regardless of sex comparable strive for excellence in the workplace. The finding is opposite to the study of (Rambe & Ndofirepi, 2017) that there is significant difference between sex categories of ethical practices which excellence.

**Table 63. Test of Difference on the Pursuit of Excellence Practices of Tourism Industry Workers when Analyzed as to their Age**

Excellence	18 - 27	28-37	Above 37	Total	X <sup>2</sup>	df	p- value	Decision	Interpretation
VHP	32 (27.49)	30 (32.73)	10 (11.78)	72	3.579	2	0.167	Accept Ho	Not-significant
HP	10 (14.51)	20 (17.27)	8 (6.22)	38					
<b>Total</b>	42	50	18	110					

Table 63 presents the test of difference on the pursuit of excellence of tourism industry workers when analyzed as to their age. It can be gleaned from the table that the chi-square value was 3.579 with registered p-value of 0.167 which was found non-significant. This implies that the pursuit of excellence among respondents does differ according to their age. **It is not necessary to compute for standardized residual analysis because the relationship between variables is not significant. Henceforth, there will be no report about standardized residual analysis or differences that are not significant.** The finding is opposite to the study of Rambe and Ndofirepi (2017) which stated that there is significant difference between age categories of ethical practices which is excellence.

**Table 64. Test of Difference on the Pursuit of Excellence Practices of Tourism Industry Workers when Analyzed as to their Civil Status**

Excellence	S/W/Se	Married	Total	X <sup>2</sup> - value	df	p-value	Decision	Interpretation
VHP	41 (45.80) <b>-2.0</b>	31 (26.20) <b>2.0</b>	72	4.033	1	0.045	Reject Ho	significant
HP	29 (24.20) <b>2.0</b>	9 (13.80) <b>-2.0</b>	38					
<b>Total</b>	70	40	110					

Table 64 presents the test of difference on the pursuit to excellence among tourism industry workers when analyzed as to their civil status. It can be gleaned from the table that the chi-square value was 4.033 with registered pvalue of 0.045 which was found significant. This implies that the pursuit of excellence among respondents differs according to civil status. When the cells are compared using the standardized residual analysis, results showed that married workers very highly practiced excellence gained a standardized residual value of 2.0. This means that this cell is the one greatly responsible for the significance of the chi-square value. In other words, married workers appear to go for excellence compared to single workers. The findings is completely parallel of the study of Buffa (2015) statistically significant differences emerge in civil status and ethics practices which is excellence

**Table 65. Test of Difference on the Pursuit of Excellence Practices of Industry Workers when Analyzed as to their Educational Attainment**

Excellence	Elem/ HS	Voc/ College	Bachelor/ MA	Total	X <sup>2</sup>	df	p-value	Decision	Interpretation
VHP	12 (9.95) 1.2	38 (33.18) <b>2.0</b>	23 (29.86) <b>-2.8</b>	73	8.019	2	0.018	Reject Ho	Significant
HP	3 (5.05) -1.2	12 (16.82) <b>-2.0</b>	22 (15.14) <b>2.8</b>	37					
<b>Total</b>	15	50	45	110					

Table 65 presents the test of difference on the pursuit of excellence among tourism industry workers when analyzed as to their educational attainment. It can be gleaned from the table that the chi-square value was 8.019 with registered p-value of 0.018 which was found significant. The residual analysis revealed that bachelor/MA degrees highly practiced excellence gained a standardized residual value of 2.8. This means that this cell is greatly responsible for the significance of the chi-square value. In other words, the pursuits of excellence among respondents vary according to their educational attainment particularly those with bachelor/MA degrees.

The finding is parallel the study of Rambe and Ndofirepi (2017) which revealed that significant differences amongst tourism workers with different levels of education on their responses to both work-related and customer-related ethics scenarios which is excellence.

**Table 66. Test of Difference on the Pursuit of Excellence Practices of Tourism Industry Workers when Analyzed as to the Number Trainings and Seminars Attended**

Excellence	≤6	>6	Total	X <sup>2</sup> - value	df	p-value	Decision	Interpretation
VHP	70 (70.47)	32 (31.53)	102	0.141	1	0.707	Accept Ho	Not-significant
HP	6 (5.53)	2 (2.47)	8					
<b>Total</b>	76	34	110					

Table 66 presents the test of difference on the pursuit of excellence among tourism industry workers when analyzed as to their number of seminars and trainings attended. It can be gleaned from the table that the chi-square value was 0.141 with registered p-value of 0.707 which was found non-significant. This implies that the pursuit of excellence among respondents does not differ according to the number of their trainings and seminars attended. This means that seminars and trainings are not contributory in developing respondents' quest for excellence. This denotes that whether the worker is well-trained or not, he/she strives for excellence. **It is not necessary to compute for standardized residual analysis because the relationship between variables is not significant. Henceforth, there will be no report about standardized residual analysis or differences that are not significant.**

The finding is opposite the study of Chand and Ambardar (2010) which stated the significant difference in the usage of trainings and ethics practices.

**Table 67. Test of Difference on the Accountability Practices of Tourism Industry Workers when Analyzed as to their Sex**

Accountability	Male	Female	Total	X <sup>2</sup> -value	df	p-value	Decision	Interpretation
VHP	33 (30.76)	39 (41.24)	72	0.822	1	0.365	Accept Ho	Non-significant
HP	14 (16.24)	24 (21.76)	38					
<b>Total</b>	47	63	110					

Table 67 on the next page presents the test of difference on accountability among tourism industry workers when analyzed as to their sex. It can be gleaned from the table that the chi-square value was 0.822 with registered p-value of 0.365 which was found non-significant. This implies that practice of accountability among respondents do not differ according to their sex. **It is not necessary to compute for standardized residual analysis because the relationship between variables is not significant. Henceforth, there will be no report about standardized residual analysis or differences that are not significant.** Accountability in the workplace has been practiced by the workers at a comparable degree regardless of their sex.

The finding is opposite to the study of Rambe and Ndofirepi (2017) which stated that there is significant difference between sex categories of ethical practices which accountability.

**Table 68. Test of Difference on the Accountability Practices of Tourism Industry Workers when Analyzed as to their Age**

Accountability	18 - 27	28-37	Above 37	Total	X <sup>2</sup>	df	p-value	Decision	Interpretation
VHP	30 (28.25) 0.7	42 (33.64) 3.4	2 (12.11) -5.6	74	32.471	2	0.000	Reject Ho	Significant
HP	12 (13.75) -0.7	8 (16.36) -3.4	16 (5.89) 5.6	36					
<b>Total</b>	42	50	18	110					

Table 68 presents the test of difference on the accountability of tourism industry workers when analyzed as to their age. It can be gleaned from the table that the chi-square value was 32.471 with registered p-value of 0.000 which was found significant. When the cells are compared using the standardized residual analysis, results showed that workers above 37 years old highly practiced accountability gained a standardized residual value of 5.6. This means that this cell is the one greatly responsible for the significance of the chi-square value. In other words, workers above 37 years old appeared to be accountable compared to those under different age range. The finding is parallel the study of Rambe and Ndofirepi (2017) that there is significant difference between age categories of ethical practices which is accountability.

**Table 69. Test of Difference on the Accountability Practices of Tourism Industry Workers when Analyzed as to their Civil Status**

Accountability	S/W/Se	Married	Total	X <sup>2</sup> -value	df	p-value	Decision	Interpretation
VHP	40 (44.40)	34 (29.60)	74	3.331	1	0.068	Accept Ho	Not-significant
HP	26 (21.60)	10 (14.40)	36					
<b>Total</b>	70	40	110					

Table 69 presents the test of difference on the accountability among tourism industry workers when analyzed as to their civil status. It can be gleaned from the table that the chi-square value was 3.331 with registered p-value of 0.068 which was found non-significant. This implies that accountability among respondents does not differ according to civil status. This means that respondents regardless of their civil status married or not, practice accountability in the workplace at a comparable level. **It is not necessary to compute for standardized residual analysis because the relationship between variables is not significant. Henceforth, there will be no report about standardized residual analysis or differences that are not significant.**

The finding is completely opposite of the study of Buffa (2015) statistically significant differences emerge in civil status and ethics practices which is excellence.

**Table 70. Test of Difference on the Accountability Practices of Tourism Industry Workers when Analyzed as to their Educational Attainment**

Accountability	Elem/ HS	Voc/ College	Bachelor/ MA	Total	X <sup>2</sup>	df	p-value	Decision	Interpretation
VHP	12 (10)	28 (33.33)	34 (30.67)	74	4.847	2	0.089	Accept Ho	Not-significant
HP	3 (5)	22 (16.67)	12 (15.33)	36					
<b>Total</b>	15	50	45	110					

Table 70 on the next page presents the test of difference on accountability among tourism industry workers when analyzed as to their educational attainment. It can be gleaned from the table that the chi-square value was 4.847 with registered p-value of 0.089 which was found non-significant. This implies that accountability among respondents does not vary according to their educational attainment.

**It is not necessary to compute for standardized residual analysis because the relationship between variables is not significant. Henceforth, there will be no report about standardized residual analysis or differences that are not significant.**

Workers regardless of their obtained education have practiced accountability in a comparable degree. The findings is opposite the study of Rambe and Ndofirepi, (2017) revealed significant differences amongst tourism workers with different levels of education on their responses to both work-related and customer-related ethics scenarios which is accountability. They further stated that those individuals in tourism industry with better educational qualifications reporting positive ethical perceptions in terms of accountability compared with low educational attainment.

**Table 71. Test of Difference on the Accountability Practices of Tourism Industry Workers when Analyzed as to the Number of Trainings and Seminars Attended**

Accountability	≤6	>6	Total	X <sup>2</sup> -value	df	p-value	Decision	Interpretation
VHP	55 (51.13)	19 (22.87)	74	2.900	1	0.089	Accept Ho	Not-significant
HP	21 (24.87)	15 (11.13)	36					
<b>Total</b>	76	34	110					

Table 71 presents the test of difference on the accountability among tourism industry workers when analyzed as to their number of seminars and trainings attended. It can be gleaned from the table that the chi-square value was 2.900. This yielded a p-value of 0.089 which was insignificant at 0.05 level of significance. This led to the acceptance of the null hypothesis. This implies that the sense of accountability respondents does not differ according to the number of their trainings and seminars attended. This means that seminars and trainings give no assurance in developing respondents' practice of accountability as values take time to develop.

**It is not necessary to compute for standardized residual analysis because the relationship between variables is not significant. Henceforth, there will be no report about standardized residual analysis or differences that are not significant.**

The finding is opposite the study of Chand & Ambardar (2010) stated the significant difference in the usage of trainings and ethics practices.

**SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION**

This chapter presents the summary of the study, the revealed findings, the derived conclusion and the recommendation of the study.

**Summary**

The study aimed to find out the ethical practices of tourism industry workers in the first and second congressional districts of Zamboanga del Norte. Specifically, answers of the following questions were sought:

1. What is the profile of the respondents in terms of:
  - 1.1 age;
  - 1.2 sex;
  - 1.3 civil status;

- 1.4 educational attainment;
- 1.5 number of seminars and trainings attended?
2. What are the ethical practices among workers of the tourism industry in terms of:
  - 2.1 honesty;
  - 2.2 integrity;
  - 2.3 trustworthiness;
  - 2.4 loyalty/ fidelity;
  - 2.5 fairness;
  - 2.6 concern/ caring;
  - 2.7 respect for others;
  - 2.8 responsible citizenship;
  - 2.9 pursuit of excellence; and
  - 2.10 accountability?
3. Is there a significant difference between the profile of tourism industry workers and their ethical practices?



## Hypothesis

The following null hypotheses were tested:

1. There is no significant difference between the profile of the respondents and their ethical practices in terms of:

### A. Honesty

#### A.1 Sex

There was a significant difference on the honesty of tourism industry workers when analyzed as to their sex. The females highly practiced honesty more than the males.

#### A.2 Age

The honesty level of respondents differs according to their age. In this study, the mature respondents aging and above are the ones who only practiced honesty in their work (not highly practiced nor very highly practiced).

#### A.3 Civil Status

There was no significant difference on the honesty level of respondents in terms of their civil status whether single, married, widowed or separated.

#### A.4 Educational Attainment

There was a significant difference on the honesty of tourism industry workers when analyzed as to their educational attainment. The Bachelor/Master's degree levels/holders are the ones who very highly practiced honesty more than the other educational levels.

#### A.5 Trainings and Seminars

There was no significant difference on the honesty level of respondents in terms of the number of trainings and seminars they attended.

### B. Integrity

#### B.1 Sex

There was no significant difference on the integrity level of respondents in terms of their sex.

#### B.2 Age

The integrity level of respondents differs according to their age. In this study, the mature respondents aging and above are the ones who only practiced integrity in their work (not highly practiced nor very highly practiced).

#### B.3 Civil Status

There was no significant difference on the integrity level of respondents in terms of their civil status whether single, married, widowed or separated.

#### B.4 Educational Attainment

There was no significant difference on the integrity level of respondents in terms of their educational attainment.

#### B.5 Trainings/Seminars

There was no significant difference on the integrity of respondents in terms of the number of trainings and seminars they attended.

### C. Trustworthiness

#### C.1 Sex

There was no significant difference on the trustworthiness of respondents in terms of their sex.

#### C.2 Age

There was no significant difference on the trustworthiness of respondents in terms of their age.

#### C.3 Civil Status

There was a significant difference on the trustworthiness of tourism industry workers when analyzed as to their civil status. The married practiced honesty more than the single, widowed, or separated.

#### C.4 Educational Attainment

There was no significant difference on the trustworthiness of respondents in terms of their educational attainment.

#### C.5 Trainings/Seminars

There was no significant difference on the trustworthiness of respondents in terms of the number of trainings and seminars they attended.

### D. Loyalty / Fidelity

#### D.1 Sex

There was no significant difference on the loyalty/fidelity of respondents in terms of their sex.

#### D.2 Age

The loyalty/fidelity level of respondents differs according to their age. In this study, the mature respondents aging and above are the ones who highly practiced loyalty/fidelity in their work than those aging below.

#### D.3 Civil Status

There was no significant difference on the loyalty/fidelity of respondents in terms of their civil status.

#### D.4 Educational Attainment

There was a significant difference on the loyalty of tourism industry workers when analyzed as to their educational attainment. The Bachelor/Master's degree levels/holders are the ones who highly practiced loyalty than the other educational levels.

#### D.5 Trainings/Seminars

There was no significant difference on the loyalty/fidelity of respondents in terms of the number of trainings and seminars they attended.

### E. Fairness

#### E.1 Sex

There was a significant difference on the fairness of tourism industry workers when analyzed as to their sex. The females are the ones who very highly practiced fairness more than the males.

#### E.2 Age

There was no significant difference on the fairness of respondents in terms of their age.

#### E.3 Civil Status

There was a significant difference on the fairness of tourism industry workers when analyzed as to their civil status. The married practiced fairness more than the single, widowed, and separated.

#### E.4 Educational Attainment

There was no significant difference on the fairness of respondents in terms of their educational attainment.

### **E.5 Trainings/Seminars**

There was no significant difference on the fairness of respondents in terms of the number of trainings and seminars they attended.

### **F. Concern / Caring**

#### **F.1 Sex**

There was a significant difference on the concern/caring of tourism industry workers when analyzed as to their sex. The males are the ones who very highly practiced concern/caring more than the females.

#### **F.2 Age**

The concern/caring level of respondents differs according to their age. In this study, those aging 18 to 27 are the ones who very highly practiced concern/caring in their work than the other ages.

#### **F.3 Civil Status**

There was no significant difference on the concern/caring of respondents in terms of their civil status.

#### **F.4 Educational Attainment**

There was a significant difference on the concern/caring of tourism industry workers when analyzed as to their educational attainment. The vocational/college levels are the ones who very highly practiced concern/caring than those who on the other levels.

#### **F.5 Trainings/Seminars**

There was no significant difference on the concern/caring of respondents in terms of the number of trainings and seminars they attended.

### **G. Respect for Others**

#### **G.1 Sex**

There was no significant difference on the respect for others of respondents in terms of their sex.

#### **G.2 Age**

There was no significant difference on the respect for others of respondents in terms of their age.

#### **G.3 Civil Status**

There was no significant difference on the respect for others of respondents in terms of their sex.

#### **G.4 Educational Attainment**

There was a significant difference on the respect to others of tourism industry workers when analyzed as to their educational attainment. The elementary level highly practiced respect to others than the other levels.

#### **G.5 Trainings/Seminars**

There was a significant difference on the respect to others of tourism industry workers when analyzed as to their trainings/seminars. Those that attended more than training/seminars are the ones who practiced respect to others than those who attended less than 6.

### **H. Responsible Citizenship**

#### **H.1 Sex**

There was no significant difference on the responsible citizenship of respondents in terms of their sex.

#### **H.2 Age**

There was no significant difference on the responsible citizenship of respondents in terms of their age.

#### **H.3 Civil Status**

There was a significant difference on the responsible citizenship of tourism industry workers when analyzed as to their civil status. The single, widowed, and separated are the ones who very highly practiced responsible citizenship than the married ones.

#### **H.4 Educational Attainment**

The responsible citizenship among respondents does not vary according to their educational qualification.

#### **H.5 Trainings/Seminars**

There was no significant difference on the responsible citizenship of respondents in terms of the number of trainings and seminars they attended.

### **I. Pursuit of Excellence**

#### **I.1 Sex**

There was no significant difference on the pursuit to excellence of respondents in terms of their sex.

#### **I.2 Age**

There was no significant difference on the pursuit to excellence of respondents in terms of their age.

#### **I.3 Civil Status**

There was a significant difference on the pursuit to excellence of tourism industry workers when analyzed as to their civil status. The married are the ones who very highly practiced pursuit to excellence than those who are single, widowed and separated.

#### **I.4 Educational Attainment**

There was a significant difference on the pursuit to excellence of tourism industry workers when analyzed as to their educational attainment. The bachelor/master's degree holders are the ones who highly practiced pursuit to excellence than the other educational levels.

#### **I.5 Trainings/Seminars**

There was no significant difference on the pursuit to excellence of respondents in terms of the number of trainings and seminars they attended.

### **J. Accountability**

#### **J.1 Sex**

There was no significant difference on the accountability of respondents in terms of the sex.

#### **J.2 Age**

The accountability level of respondents differs according to their age. In this study, the mature respondents aging 37 and above are the ones who highly practiced accountability in their work than the other ages.

#### **J.3 Civil Status**

There was no significant difference on the accountability of respondents in terms of their civil status.

#### **J.4 Educational Attainment**

There was no significant difference on the accountability of respondents in terms of their educational attainment.

## J.5 Trainings/Seminars

There was no significant difference on the accountability of respondents in terms of their trainings and seminars attended.

## Summary of Findings

The following findings are drawn from the analysis of the data. 1. The profile of the respondents in terms of: 1.1 Age Majority of the tourism workers belonged to the age bracket 18 – 27 years old accounting to 45.5 percent of the tourism workers. This indicates that the hospitality and service industries are dominated by young workers. The table further reveals that only few workers fell the age group 48 years old as these workers only comprised less than 3 percent of hospitality workforce.

### 1.2 Sex

Females outnumbered males accounting to 57.3% of the total number of respondents.

### 1.3 Civil Status

Sixty (60) percent of the tourism workers were single and 36.4 percent were married. This indicates that majority of the tourism workers are still unmarried.

### 1.4 Educational Attainment

Bachelor's degree holders comprised 39.1 percent of the total number of respondents. This is followed by tourism workers who reached college level but did not earn the degree making up 25.5 percent of the respondents. Only 1.82 percent either finished or underwent master's education. These figures imply that respondents possess a considerably high educational attainment.

### 1.5 Number of Seminars and Trainings Attended

Tourism workers who attended 4 to 6 seminars and trainings made up the majority of the respondents comprising 54.6 percent. Meanwhile, 18.2 percent of the respondents attended 7 – 10 seminars and trainings. Only 1.82 percent of the respondents had no training or seminar at all.

## 2. What are the ethical practices among workers of the tourism industry in terms of:

### 2.1 Honesty

All descriptors fell under the description 'very highly practiced' leading to an average weighted mean of 4.83 indicating that respondents consider honesty as non-negotiable characteristic. Honesty builds loyalty among the customers and can build the reputation of the establishment and the tourism industry in general. A reputation of honesty can create ripple effects, attracting new clients who want to be served with trustworthy employees.

### 2.2 Integrity

All the ten (10) descriptors were rated 'very highly practiced' yielding an average weighted mean of 4.56. This implies that respondents usually fulfill their promised tasks, responsibilities and accountabilities.

### 2.3 Trustworthiness

Generally, ethical practices among workers in tourism industry in terms of trustworthiness was said to be very highly practiced with an average weighted mean of 4.52. This means that respondents almost always manifest trustworthiness. This denotes that respondents that the

information that they provide adheres to accepted rules of conduct, is honest, and keeps promises; provides the information to help the customer; and that the information that they provide is competent.

### 2.4 Loyalty/ Fidelity

All descriptors obtained a qualitative description of very highly practiced yielding an average weighted mean of 4.88. This indicates that respondents overly show their loyalty to their organization which provides them the source of their livelihood and their fidelity to their chosen career.

### 2.5 Fairness

All descriptors fell under the description 'very highly practiced' leading to an average weighted mean of 4.88. This means that almost all the times, tourism industry workers exercise fairness.

### 2.6 Concern/ Caring

All descriptors fell under the description 'very highly practiced' leading to an average weighted mean of 4.72. This means that almost all the times, tourism industry workers exercise concern/caring. They are caring, compassionate, kind and inspire their colleagues.

### 2.7 Respect for Others

All descriptors fell under the description 'very highly practiced' leading to an average weighted mean of 4.82.

### 2.8 Responsible Citizenship

All descriptors fell under the description 'very highly practiced' leading to an average weighted mean of 4.84.

### 2.9 Pursuit of Excellence

All descriptors fell under the description 'very highly practiced' leading to an average weighted mean of 4.84.

### 2.10 Accountability

All descriptors fell under the description 'very highly practiced' leading to an average weighted mean of 4.76.

## 3. Is there a significant difference between the profile of tourism industry workers and their ethical practices?

All of the Ethical practices were rated as Very Highly Practiced by the workers. Ethics 4. Loyalty/ Fidelity with a grand mean of 4.88 and ranked of 1; Ethics 8. Responsible Citizenship with a grand mean of 4.84 and ranked 2; Ethics 1. Honesty with a grand mean of 4.83 and ranked 3; Ethics 7. Respect for Others with a grand mean of 4.82 and ranked 4; Ethics 9. Pursuit to Excellence with a grand mean of 4.79 and ranked 5; Ethics 10. Accountability with a grand mean of 4.76 and ranked 6; Ethics 6. Concern/ Caring with a grand mean of 4.72 and ranked 7; Ethics 5. Fairness with a grand mean of 4.61 and ranked 8; Ethics 2. Integrity with a grand mean of 4.56 and ranked 9; and Ethics 3. Trustworthiness with a grand mean of 4.52 and ranked 10.

The average of grand means was 4.73 which showed that the tourism industry workers very highly practiced tourism ethical standards.

## Conclusions

The study concluded the following:

1. Majority of tourism industry workers belonged to the age bracket 18 – 27 years old, females, single, bachelor's degree holders and attended seminars and trainings for 4 – 6 times.

2. Tourism industry workers were very highly practicing their ethical standards.

3. All ethical practices were very highly practiced. Based on the highest mean received by an item under aged ethical practiced, most of the tourism workers performed ethical practices in terms of :

-*Honesty*, by confronting their colleagues directly with an honest conversation in a professional way if they have issues and problems;

-*Integrity*, by making sure that their actions are not selfish and their decisions are made objectively without justification and excuse;

-*Trustworthiness*, through protecting the tourists' personal information and company as if it is their own;

-*Loyalty*, respondents had performed ethical practice through doing any job within the industry;

-*Fairness*, by understanding that everyone should receive an equal opportunity to be recognized;

-*Concern/caring*, through acknowledging colleagues strengths and positive attributes in front of others;

-*Respect for others*, through treating the tourists with courtesy, politeness, and kindness;

-*Responsible citizenship*, by respecting both the ordinances and laws in their work and industry as well as their community and abide by them, and always keeping their cell phones in a silent mode when they are at work;

- *Pursuit of Excellence*, by getting once work used to it; and

-*Accountability*, this is done by planning ahead to meet their deadlines.

4. In terms of Honesty, tourism industry workers differed according to :

-*Sex*, wherein the females were the ones who highly practiced honesty;

-*Age*, wherein those who were above practiced honesty;

-*Educational attainment*, wherein the bachelor and master's degree levels/holders were the ones who very highly practiced honesty.

In terms of Integrity, tourism industry workers differed according to age only, wherein those who were above 37 practiced integrity.

In terms of trustworthiness, tourism industry workers differed according to civil status only, wherein those who are married were the ones who only practiced trustworthiness.

In terms of loyalty, tourism industry workers differed according to:

-Age, wherein those who were above 37 highly practiced loyalty.

-Educational attainment, wherein those who were bachelor and master's degree level/holders highly practiced loyalty.

In terms of fairness, tourism industry workers differed according to:

-Sex, wherein the females were the ones who very highly practiced fairness;

-Civil status, wherein those who are married were the ones who highly practiced fairness.

In terms of concern /caring, tourism industry workers differed according to:

-Sex, wherein the males were the ones who very highly practiced concern/caring;

-Age, wherein those who were 18-27 years of age very highly practiced concern/caring;

-Educational attainment, wherein those who were vocational/college level/holders very highly practiced concern/caring;

In terms of respect to others, tourism industry workers differed according to: -Educational attainment, wherein those who were vocational/college level/holders very highly practiced concern/caring;

-Trainings and seminars attended, wherein those who attended greater than six trainings and seminars practiced respect to others.

In terms of responsible citizenship, tourism industry workers differed according to:

-Civil Status wherein those who are single, widowed and separated are the ones who very highly practiced responsible citizenship.

In terms of pursuit to excellence, tourism industry workers differed according to:

-Civil Status wherein those who are married are the ones who very highly practiced pursuit to excellence.

-Educational attainment, wherein those who are bachelor and master's degree level/holders highly practiced pursuit to excellence;

In terms accountability, tourism industry workers differed according to:

-Age, wherein those who were above 37 highly practiced accountability.

### Recommendations

The study hereby offers the following recommendations:

- [1] Tourism industry workers are encouraged to maintain their practice of high ethical standards.
- [2] Employers should continuously monitor the ethics of the employees to maintain their positive ethical practices. They could give incentives to the employees who are highly practicing ethical standards.

- [3] Employers should empower their employees by sending them to seminars and trainings on ethics.
- [4] Employers should provide team building activities, custom- built, according to participants' demographic characteristics versus ethical practices to be enhanced or develop.
- [5] Educational institutions are encouraged to offer training programs designed to improve the practice of ethical standards.
- [6] The academic curriculum for tourism programs should include more training in the field of ethics, in order to equip students to fulfill their role as tourism workers.
- [7] 7. Tourism ethics subjects should be included in tourism course curriculum

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