



Ethical business practices in managing tourism in Cibodas Village as a tourist destination

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ABSTRACT

This community service program helped tourism managers in Cibodas Village, a growing tourist destination in Pasirjambu, Bandung, learn more about how to run a business ethically. Some of the main problems were a lack of openness, poor professional administration, and a lack of youth involvement. The initiative set up training sessions that included case studies from other villages, interactive conversations, and lessons on ethical business practices to help people come up with solutions that worked for their area. The results showed that people were more aware of ethical standards, that stakeholders worked together better, and that they were committed to managing tourism in a way that respects cultural heritage and the environment.

Tujuan dari program pengabdian kepada masyarakat ini adalah untuk membantu pengelola pariwisata Desa Cibodas, destinasi wisata baru di Kecamatan Pasirjambu, Bandung, memahami prinsip etika bisnis. Tidak ada transparansi, kurangnya manajemen profesional, dan keterlibatan pemuda adalah masalah utama. Untuk menghasilkan solusi kontekstual, program ini menggunakan pelatihan partisipatif dan studi kasus interaktif tentang etika bisnis. Hasilnya menunjukkan bahwa orang lebih menyadari praktik etis, bahwa lebih banyak pemangku kepentingan bekerja sama, dan bahwa orang lebih berkomitmen pada pengelolaan pariwisata berkelanjutan yang mempertimbangkan warisan budaya dan lingkungan.

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A. INTRODUCTION

Cibodas Village is one of the villages in Pasirjambu Subdistrict, Bandung Regency. Administratively, the area covers 1,926.3 hectares, consisting of rice fields, protected forests, and production forests. Geographically, Cibodas Village is a fertile hilly area with rice fields and surrounded by forests.

Its topography features varied slopes suitable for agricultural activities and horticultural crops such as bitter melon, which is the village's primary commodity. The main livelihoods of the community are farming, dairy cattle farming, and the production of vegetables on a local and regional scale. Since 2022, Cibodas Village in Pasir Jambu Sub-district, Bandung Regency, has been designated as a pilot village for tourism.

Cibodas Village has great tourism potential, such as protected forests, hills, and plantations that are suitable for hiking, agrotourism, and camping, but its development is still hampered by several limitations, namely:

- Minimal budget for infrastructure development and promotion.
- Lack of professional village tourism management.
- Young people have not played a significant role in the management of village tourism.
- Low youth participation in tourism management.
- Narrow road access and no integrated homestay mapping.
- Limited understanding of business ethics and human resource management among managers.

Based on the six points above, in order to focus more on the researchers' expertise, the researchers agreed to examine issues related to business ethics.

Ethics in business is important because businesses involving financial matters require trust (based on accurate data and information so that the business can be sustainable).

Business ethics is a set of moral principles and values that guide the behaviour of business actors to be socially responsible, environmentally sustainable, and economically fair (Crane et al., 2019). According to the Indonesian Dictionary of the Indonesian Language (KBBI), ethics is the science of what is good and what is bad, and of moral rights and obligations. Business ethics is a form of reflection or thinking about morality in business. Morality is closely related to what is good or bad, praiseworthy or blameworthy, and permissible or impermissible. Morality is synonymous with human actions, and economic activities are one of the most important forms of human behaviour (Rahmawati and Faraby, 2023).

Business ethics has recently become one of the issues of concern in the tourism industry (Myung, 2018). This is due to the large number of professionals involved in the tourism industry (hotel business) who have experienced sensitive cases such as alcohol abuse, gratification in services, excessive exploitation of natural resources, and even criminal activities in the tourism industry (Pratono, et al, 2021). In the context of developing tourist villages, the application of business ethics is not limited to legal compliance but also includes integrity in social interactions, respect for local culture, and protection of the village's natural environment. Therefore, to achieve sustainable tourism, a code of ethics is needed as an effort to control tourism activities so that they remain in accordance with the rules (Prayudi, 2023).



A study by Suansri (2020) emphasises that tourist villages should ideally be developed based on the principles of community-based tourism (CBT), which places local communities at the centre. Within this framework, business ethics serve as a guide to prevent external businesses and investors from dominating and exploiting the village's potential without providing fair benefits to the residents.

The application of the principles of economic justice, transparency in profit sharing, and empowerment of local MSMEs are concrete forms of business ethics oriented towards collective welfare. Business ethics in tourism also regulates the importance of respecting local cultural values, preserving the authenticity of traditions, and avoiding excessive commodification.

The development of ethical tourism villages must take into account cultural sensitivities and involve traditional leaders and residents in the curation of tourist attractions. Without an ethical approach, the cultural wealth that attracts tourists is at risk of degradation due to market pressures and uncontrolled commercialisation.

The natural environment of a tourist village is a key asset that must be preserved sustainably. Many tourist villages have failed to maintain environmental sustainability due to the lack of implementation of environmental ethics principles such as waste management, water conservation, and visitor limits. Business ethics that prioritise environmental responsibility can encourage tourism operators to adopt environmentally friendly practices in their operations, including infrastructure development and tourism activity management.

Therefore, based on the above, it is important for tourism operators to know and understand the importance of business ethics in running their tourism businesses. In terms of business ethics, the challenges faced by Cibodas Village in Pasir Jambu District include:

- Lack of understanding of business ethics in village business management.
- Limited transparency in financial management, which can lead to distrust among members and the community.
- The absence of special training on ethical business practices to improve the competitiveness of local businesses.

Based on this background, we, the team from the Faculty of Economics and Business, Telkom University, feel compelled to provide a better understanding of business ethics in tourism management, particularly in Cibodas Village as a tourist village, through a training programme for Bumdes and cooperative managers.

This is important because the success of tourism development does not only depend on the natural and cultural potential of the area but also on the management carried out by its human resources, which must uphold moral values, social responsibility, and sustainability. Business ethics serve as the foundation for building trust among tourism stakeholders, local communities, and tourists, while preventing the exploitation of natural and cultural resources that could damage the village's long-term image. Through this training, it is hoped that Bumdes managers and cooperative leaders will adopt business ethics principles in decision-making processes and strengthen accountability and good governance. Thus, strengthening ethics in tourism business practices becomes an integral part of community empowerment strategies toward responsible, participatory, and sustainable ecotourism.

B. METHODS

This training was designed with a participatory and conceptual approach based on experience to improve understanding and application of ethics in tourism activities by tourism stakeholders in Cibodas Village. The training session began with a presentation of conceptual



material on business ethics, including definitions, basic principles, and their relevance in the context of tourism village development.

This material is delivered using visual presentation media and practical explanations of concepts such as the principles of fairness, transparency, and environmental sustainability in tourism business practices. After explaining the conceptual framework of business ethics, the training continues with the presentation of various real cases that often occur in the field. Case studies also provide examples of incidents in other tourism villages.

The cases are designed to reflect contextual conditions that may also occur in Cibodas Village, so that participants can relate them to the challenges they face themselves and be able to anticipate similar cases in Cibodas Village.

A discussion method between the facilitator and participants is used to encourage active participation. In this session, participants are asked to present real-life cases, which are then discussed with other participants. The facilitator then provides further analysis and formulates solutions based on business ethics principles from an academic perspective.

Through this series of methods, including knowledge presentation, case studies, and interactive discussions, participants are expected not only to understand business ethics values theoretically but also to internalise and apply them concretely in village tourism management activities. This approach promotes changes in thinking patterns and ethical, collaborative, and responsible decision-making amid the dynamics of village tourism development. Below is an example of a slide presented during the training.

C. RESULTS AND DISCUSSION

The Business Ethics Training in Tourism Industry Management held in Cibodas Village as part of community service activities went smoothly and received very positive responses from participants. The event was attended by local tourism stakeholders, village-owned enterprise managers, and cooperative members.

Participants showed high enthusiasm from the opening session to the end of the activity, indicating a high need and interest in ethical knowledge in running businesses based on local potential. The initial session, which contained an explanation of the basic concepts of business ethics, was well received by the participants. The material was delivered in a communicative manner, helping participants understand the conceptual relationship between business ethics and the practice of managing a tourism village. This was followed by a case study session, which was very active.

Participants openly shared personal experiences, expressed critical opinions, and offered solutions to simulated problems. Additionally, participants gained insights from case studies of other tourism villages, which could serve as lessons to avoid similar issues in Cibodas Village.

Based on discussions with participants, practical challenges to implementing business ethics include difficulties in monitoring healthy competition among businesses in the Cibodas area. This is believed to stem from local customs where businesses tend to compete by prioritising their own interests. This could lead to a lack of unity among business operators in advancing the village's economy. In terms of business transparency, the managers of the cooperative and village-owned enterprise have held regular meetings and reported on financial matters in a proportionate manner.

Thus, this training has made a real contribution to improving ethical literacy in ethical business management and strengthening the community's spirit of independence in making Cibodas Village a tourist destination that is not only economically attractive but also socially and culturally dignified.

1.1. Community Engagement Activities

The following series of photos capture key moments during the training, from the opening ceremony, presentation of materials, to active discussions involving all participants.





Figure 1. Community service activities

D. CONCLUSION

The implementation of the Business Ethics Training in Tourism Industry Management in Cibodas Village as a Tourism Village has been carried out successfully and achieved its planned objectives. This activity successfully provided a basic understanding of the importance of ethical values in tourism business management, particularly in the context of a village based on natural resources, culture, and local wisdom. Through a participatory



approach that included presentations, case studies, and discussions, participants not only gained theoretical knowledge but also actively engaged in analysing issues and seeking ethical solutions relevant to on-the-ground conditions.

The enthusiasm of the participants was a key indicator of the success of this activity. The high level of engagement during the discussions showed that the people of Cibodas Village are concerned and ready to build fair, inclusive, and sustainable tourism practices. This training also encouraged collective awareness of the importance of collaboration and transparency in managing the potential of tourist villages.

Thus, this activity can be concluded as a strategic first step in strengthening the ethical capacity of the local community. The training is expected to serve as a foundation for the development of more responsible tourism policies and practices in Cibodas Village, and can be replicated in other tourism villages as part of efforts to strengthen tourism governance rooted in moral values and sustainability.

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F. AUTHOR CONTRIBUTIONS

Activity implementation: Astadi Pangarso, Ade Irma Susanty, Puspita Wulansari. Article preparation: Astadi Pangarso, Ade Irma Susanty. Impact analysis: Astadi Pangarso, Ade Irma Susanty, Puspita Wulansari. Results presentation: Astadi Pangarso. Article revision: Astadi Pangarso.

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