A Study on Research Ethics and Research Ethics Education in Aviation Tourism Research

Hye-Yoon PARK[1]

Abstract

Purpose: This study aims to examine the implications of aviation tourism by considering practical and ethical issues in order to achieve academic goals for research ethics. Through this, we intend to derive the direction of research ethics in aviation tourism in the future. **Research Design, data and methodology:** This study examined ethical issues to examine the current status of research ethics in consideration of the goals of aviation tourism and to analyze and explore the status of research ethics, including various research results and researchers. **Results:** Aviation tourism is focused on the autonomy of research without strict sanctions. There was a perception that there was no monitoring or control of research ethics, and related scholars did not need to discuss research ethics because the establishment of an academic system was a priority. However, it is now responsible for complying with research ethics limited to integrity and leading research ethics education in domestic aviation tourism. **Conclusions:** Research ethics problems that may arise in aviation tourism research were explored and issues and tasks were derived. Aviation tourism needs to develop into a more responsible research culture, such as redefining research ethics regulations, changing research culture, and raising researchers' ethical awareness

Keywords : Aviation Tourism, Research Ethics Problems, Research Ethics Education, Research Culture

JEL Classification Code: C35, M31, M39

1. Introduction

Aviation tourism has a clear interdisciplinary nature as an applied academic discipline. It is a social science and humanities academic structure. Aviation tourism is a social study that identifies problems such as corporate service quality, job satisfaction of workers, job efficiency, satisfaction of users, and intention to reuse through observation and statistics. However, it can be seen that the focus has been on the autonomy of research without any

other sanctions related to research ethics. This is because there were no monitoring or control agencies established throughout domestic aviation tourism research institutes (KIRD, 2022), and there was no environment in which this problem could be taken seriously in the perception of researchers (Kang & Hwang, 2023).

Therefore, in order to establish research integrity in the research field, this study aims to measure how ethical effectiveness research ethics has on aviation tourism

1 First Author. Professor, Department of Aviation Tourism, Hanseo University, Korea. Email: hypark@hanseo.ac.kr

research. In addition, it was intended to provide improvements and institutional implications accordingly.

It is necessary to derive issues and tasks that take into account the specificity of aviation tourism research, focusing on research ethics problems that may arise in aviation tourism research. For this research purpose, we would like to explore the concept and understanding of research ethics by synthesizing them, and based on this, I would like to examine what academic legitimacy aviation tourism has secured. We will also consider the question of what were the research ethical issues.

This is an attempt to present an argument for presenting research ethical principles that aviation tourism researchers should follow in the future.

2. Literature Reviews

2.1. Conceptual Development of Research Ethics

In a knowledge-based society, knowledge and technological innovation have emerged as key elements of national competitiveness. Research and knowledge development are recognized as key engines of sustainable growth. The government's investment in research funds increases every year (Bryman & Bell, 2019), and Korea has grown into a research powerhouse based on human resources development and infrastructure creation for active research.

However, there are still plagiarism of papers, embezzlement of research funds, and disputes over author rights. Research ethics problems that threaten the quality of research continue to emerge. This is an issue that appears not only in Korea but also around the world in research societies where research competition has increased. As the ripple effect of research results on society grows, there is also a growing demand from the general public to establish and comply with research ethics (Dennis et al., 2019).

To overcome this, various efforts are being made to establish research ethics, such as the establishment of research ethics regulations and guidelines, the spread of research ethics culture, and the implementation of research ethics education. In particular, research ethics education encompasses the entire principle or behavioral style that researchers should follow while conducting research(Gibson, Benson & Brad, 2013).

It is required to acquire the required behavioral norms from preparation for research to final presentation. It can be said to be a fundamental solution for the establishment of research ethics in the research field, not only for current researchers but also for the next generation of academics (Husband, 2020).

In addition to the perception of research ethics, researchers themselves can only be recognized through creative and honest research. It has a sense of responsibility as an intellectual who contributes to academic development and humanity, and recognizes the need for research ethics education (Kim & Kim, 2014).

In order to establish research ethics, government-level guidelines and research ethics education were implemented. In most cases, one-time education such as seminars, special lectures, and workshops was conducted sporadically. Since then, some research institutes and universities have developed their own regular research ethics education programs or guidebooks to improve these points (Hwang, 2022).

As part of the research ethics activity support project, the mandatory completion system for research ethics education was promoted to solve research difficulties.

Researchers participating in research and development projects were required to take research ethics education before conducting research. It has come to provide research ethics education more systematically and professionally (Youn et al., 2015).

It is widely known that it recognizes the importance of research ethics and plays a decisive role in establishing a research ethics culture (Hwang et al., 2014).

The completion of research ethics education is imposed as a duty to carry out national R&D tasks, so it has not been revealed whether research ethics education plays a role in allowing researchers to think and judge ethically and link it to correct behavior.

2.2. Problems of Research Ethics in Aviation Tourism

In the 1980s in the United States, in the 1990s in developed European countries including Northern Europe, and in the 2000s in Korea, the subject of research ethics emerged as a concern of the academic community and the general community. The problems of research ethics in aviation tourism are as follows.

First, it is the intensification of competition among researchers for research results across academia. Academic competition can be said to be a basic characteristic that constitutes the internal logic of the aviation tourism system within social science. Since then, competition among individual researchers has intensified in most research fields, and ranking competition between institutions or countries has also intensified. As the increasing performance burden and competition stimulate unscrupulous research motivation, unethical research practices or research irregularities are emerging (Kang & Hwang, 2021).

Second, it has become difficult to accurately grasp research results due to the strengthening of performance evaluation of research activities. As the number of papers became important as a key performance evaluation index for scholars for career management and research funding, the division technique of research results was advanced and the publication of co-authored forms also increased rapidly. As a result, controversy over the priority of authors according to their contribution to research, that is, which scholars should be the co-authors, has also spread.

Third, it is a problem of evaluation procedures that are difficult to secure objectivity and fairness in evaluating papers. Evaluators must ensure reliability to find out manipulation and tampering, and have an ethical obligation to make efforts for this. In reality, however, it is unlikely that cheating will be detected at an appropriate level in a timely manner. This is because evaluators cannot review raw data, and even if they can, they are given little time and financial leeway to reproduce experiments and observations.

3. Research Findings

3.1. Characteristics of Aviation Tourism Research and Scope of Research Ethics

In aviation tourism research, research ethics refers to the planning, performance, and presentation of accurate and honest research without cheating through consultation. In a broad sense, it means efficient execution of research funds, compliance with ethics for human subjects, ethics to be observed as colleagues of fellow researchers, protection of well-intentioned whistleblowers, joint research ethics, and social responsibilities and ethics to be observed by researchers.

Unethical and intentional rule violations occur in all disciplines. However, research in the field of aviation tourism can cause research ethics problems, especially for the following reasons.

First, research activities related to aviation tourism are a search process to gain new insights. New insights are generated through a combination of systematic exploration and intuition, and are thus frequently placed at risk of error and self-deception.

Second, the final goal of the study is to pursue truth. Aviation tourism research is an activity in which trained people determine authenticity through verification. As such, truth is inevitably opposite to dishonesty.

Third, almost all research today is being conducted in a social context. Researchers sometimes cooperate with each other and sometimes form a dual dependency that competes as competitors. Successful research results cannot be expected unless an appropriate level of trust is shared.

Due to the characteristics of these aviation tourism studies, it has become increasingly important for researchers to properly recognize and practice the ethical norms or standards that are basically required of them.

The scope of research ethics is defined differently among scholars. Various research processes, including research planning, performance, and presentation of results, are subdivided and included in the category of research ethics. In particular, Novak (2014) deals with research activities such as data collection, research conduct, and intellectual property rights, as well as social virtues and obligations as researchers, and further cooperation between academia and industry.

Vainio (2013) explains research ethics such as author presentation, peer review, responsible research performance, interests, and data management (Lee, 2015). Although detailed research activities are expressed differently, they refer to research ethics in research start and research design, research ethics in research procedures and processes, publication of research results, and research ethics in consideration of research procedures.

Sutton and Austin (2015) includes research ethics for activities in the laboratory, such as rules for responsible research conduct, research cheating, the welfare of experimental animals, data management, and author labeling.

3.2. The Meaning of Research Ethics Education in Aviation Tourism

In recent years, a research ethics culture that encourages "responsible conduct of research" (RCR) or "good research practice" (GRP) that can guarantee honesty, accuracy, efficiency, and objectivity beyond accusations and investigations of research irregularities is spreading. Among various activities such as preparing guidelines, enacting regulations, and implementing education to establish research ethics, research ethics education is considered the most positive research ethics activity to inform researchers in the right direction and conduct good research.

Accordingly, it can be said that it is very important to strengthen meaningful research ethics education. Although the subject and scope of research ethics education vary, overall, it deals with research ethics in the research planning stage, research ethics in the research performance stage, and research ethics in the presentation of research results.

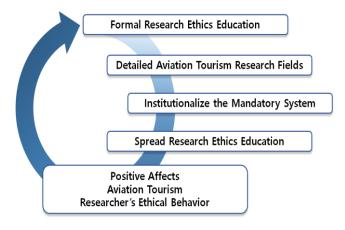The following figure1 shows the research ethics education importance of formal research ethics education.

Figure 1: Research Findings

4. Conclusions

As the significance of the research results of aviation tourism in social science grows, the importance of the following research ethics education is emphasized.

First, formal research ethics education with systematic and continuity is needed. In other words, it means that measures are needed to increase research ethics knowledge and ethics through continuous research ethics education.

Second, it is necessary to internalize research ethics education. It is necessary to develop various curriculums that reflect cases that take into account the characteristics of detailed research fields.

Third, in order for many researchers to become beneficiaries of research ethics education in the long run, it is necessary to institutionalize the nature of the mandatory completion system. Long-term formal education is needed to establish a research ethics culture that encourages honest research in aviation tourism, which has recently developed rapidly. It is necessary to establish a research ethics culture throughout the researcher society by expanding research ethics education not only to current researchers but also to subsequent generations of academics who are prospective researchers.

Fourth, for continuous research ethics education, various methods of research ethics teaching and learning must be developed. This is because educational fatigue caused by monotonous educational forms can be reduced, and after acquiring basic knowledge through various educational programs, the learning effect can be improved to overcome actual research conflicts and act ethically through discussions and problem solving between researchers.

In conclusion, it is necessary to institutionalize the mandatory system to spread research ethics education that positively affects researchers' ethical behavior, and to support the internalization of the curriculum and diversification of educational forms to maximize long-term participation in research ethics education.

It is becoming increasingly difficult to conduct research as a desirable researcher in the field of aviation tourism due to the diversity and complexity of research, such as research performance-related rules, thesis publication, and government regulations. In particular, it has become essential to publish papers with high citation indexes as evaluation indicators for national R&D projects (KIRD), and competition among researchers is heating up.

In this situation, researchers face ethical conflicts, and research ethics violations such as research cheating occur. Responsible research performance is an important sector in the entire process of research design, performance, and report results due to the ripple effect of research results.

Therefore, in research ethics, ethical research should be emphasized on aviation tourism researchers, and a systematic education and management system for this must

be established.

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