

A Research on Relationship Between Organizational Ethical Climate and Organizational Cynicism in Accommodation Establishments

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Extensive Summary

1. Introduction

Ethic is important to investigate the causes of human behaviors and understand the behaviors of employees in the organization. Organizational ethic can have a positive effect on both financial performance and general opinion of the public, and the attitudes of employees (Çevirgen and Üngüren, 2009, p.274). Therefore, ethic is essential for businesses to maintain their lives and ensure their continuity. In addition, employees as the most important stakeholder of the businesses can play an important role in the context of reducing their negative attitudes and behaviors towards their organizations. Generalizing the results to the developing countries would not be proper, because studies on ethic are conducted mostly in developed countries. Investigating ethic in developing countries will be more suitable, because these are in the course of globalization. Although these kinds of studies have increased in number, they are still not sufficient (Doğan and Kılıç, 2014, p.270).

Organizations have to maintain their activities in an intense and changing competitive environment in which access to information become easier and extraordinary developments occur. Continuity of the success of businesses is possible when they are aware of the values that distinct them from others. Ensuring the development and continuity of these values can happen if an environment that directs employees towards ethical attitudes (Eren and Hayatoğlu, 2011, p.110). Human factor can be considered as the main force behind the hospitality businesses constituting the keystone of tourism as a service sector to continue their lives and grow as an organization. Corporates rely on effective use of human resource they are vested with to have the competitive advantage in an environment in which physical elements can be easily copied in a short time by competitor corporates (Ögüt and Kaplan, 2011, p.192). Main purpose of this study is to determine the relationship between levels of perceived organizational ethical climate and organizational cynicism by employees of accommodation establishments with four and five stars in İstanbul.

2. Method

A questionnaire was used as the data collection tool in this study. For measuring ethical climate, the scale developed by Victor and Cullen (1988) was used in this study. This scale was employed in Turkish by Kaplan (2010) before and it has been identified that the scale has highly reliable ($\alpha=0,81$). The scale developed by Brandes (1997) was applied to determine levels of perceived organizational cynicism by employees. That scale was adapted into Turkish by Erdost, Karacaoğlu and Reyhanoğlu (2007) before and it has been determined that the scale has highly reliable ($\alpha=0,91$). The last part of the survey includes questions related to the personal characteristics of the participants. The questions in the first and second parts of the survey were organized as 5-point Likert-type “(5) Strongly agree, (4) Agree, (3) Neither agree Nor disagree, (2) Disagree and (1) Strongly disagree”

3. Findings

As can be seen in Table 1, there is a negative and statistically significant relationship between levels of perceived organizational ethical climate and organizational cynicism ($r=-0,316$; $p<0,01$). H_1 hypothesis is supported on the basis of the obtained data. Secondly, it is identified that there is a negative and statistically significant relationship between caring dimension and cognitive dimension ($r=-0,422$; $p<0,01$), affective dimension ($r=-0,445$; $p<0,01$) and behavioural dimension ($r=-0,303$; $p<0,01$). In light of this information, H_{1a} , H_{1b} and H_{1c} hypotheses are supported.

In this study, it can be seen that “law and code” and “rules”, which are sub-dimensions of ethical climate, grouped under a single dimension, therefore, those dimensions were named as “law and rules”. As a result of correlation analysis; it is found that there is a negative and statistically significant relationship between “law and rules” dimension and cognitive dimension ($r=-0,500$; $p<0,01$), affective dimension ($r=-0,478$; $p<0,01$) and behavioural dimension ($r=-0,245$; $p<0,01$). In light of this information, H_{1d} , H_{1e} , H_{1f} , H_{1g} , H_{1h} ve H_{1i} hypotheses are supported. According to the result of correlation analysis; there is a positive and statistically significant relationship between instrumental dimension and cognitive dimension ($r=0,230$; $p<0,01$), affective dimension ($r=0,239$; $p<0,01$) and behavioural dimension ($r=0,249$; $p<0,01$). According to the result obtained, H_{1j} , H_{1j} and H_{1k} hypotheses are supported.

Finally, it was determined that there is no statistically significant relationship between independence dimension and cognitive dimension ($r=0,092$; $p>0,05$). Therefore H_{1l} hypothesis is not supported. However, it can be seen that there is a positive and statistically significant relationship between independence dimension and affective dimension ($r=0,167$; $p<0,01$) and behavioral dimension ($r=0,179$; $p<0,01$). In light of this information, H_{1m} and H_{1n} hypotheses are supported.

Table 1: Means, Standard Errors and Correlation Values

Variables	Means	S.E.	1	2	3	4	5	6	7	8	9
1. Ethical Climate	3,641	,527	1								
2. Organizational Cynicism	2,418	,789	-,316**	1							
3. Caring	3,558	,846	,732**	-,473**	1						
4. Law and Rules	4,011	,716	,817**	-,507**	,570**	1					
5. Instrumental	3,263	,811	,466**	,279**	,007	,087	1				
6. Independence	3,266	,881	,510**	,167**	,249**	,090	,340	1			

7. Cognition	3,639	,951	-,330**	,846**	-,422**	-,500**	,230**	,092	1		
8. Affective	2,173	,870	,302**	,920**	-,445**	-,478**	,239**	,167**	,643**	1	
9. Behavioral	2,539	,987	-,115*	,748**	-,303**	-,245**	,249**	,179**	,417**	,636**	1

* p< 0,05, ** p< 0,01

4. Result and Discussion

The aim of this research is to determine the relationship between levels of perceived organizational ethical climate and organizational cynicism by employees of accommodation establishments with four and five stars in İstanbul. As a result of correlation analysis; a negative and statistically significant relationship between organizational cynicism and organizational ethical climate were found. Therefore it can be said that as levels of perceived organizational ethical climate by employees increases, perceived organizational cynicism by employees may decrease. In addition, according to the result of regression analysis; it was identified that approximately 10% of the variation in organizational cynicism can be explained by the ethical climate.

The dimension of instrumental takes part in egoism category (Sims, Kroeck, 1994, pp. 941-942). Therefore employees want to maximize their interest in such a climate. Employees who prioritize their interest do not care the welfare of their teammates. It is known that the reasons underlying individual behavior and attitudes are investigated within the scope of the ethic. When it can be understood that the reasons that lead to negative behavior and attitudes, it can be found better and permanent solution on employees and organization. According to the results of this study, it can be seen that organizational ethical climate negatively affect organizational cynicism and also employees' behaviors and attitudes are steered by ethic.

The subject of this study was limited to accommodation establishments with four and five stars in İstanbul. However, the ethic issue should not be confined to accommodation establishments in the tourism sector. Tourism sector should be thought as a whole and developed a curriculum that includes ethical codes towards needs of the tourism sector. In addition, there is another important point to be considered in the relevant section of course including the ethical issues of educational institutions that train qualified personnel for the tourism sector. For the next research, the subject of this study can be applied to employees of accommodation establishments located in Antalya, Muđla ve İzmir, which are some of the most important tourism destinations in Turkey. It is possible to be carried out to employees of the other companies in the tourism sector as well.