



FACULTY OF BUSINESS MANAGEMENT
END OF SEMESTER EXAMINATIONS - APRIL 2025

PROGRAMME: BTHM

YEAR/SEM: YEAR 3/SEMESTER 2

COURSE CODE: BTHM 3206

NAME: TOURISM & HOSPITALITY LAW

DATE: 2025-04-23

TIME: 9:00AM-12:00PM

INSTRUCTIONS TO CANDIDATES:

1. Read the instructions very carefully
2. The time allowed for this examination is STRICTLY three hours
3. Read each question carefully before you attempt and allocate your time equally between all the Sections
4. Write clearly and legibly. Illegible handwriting cannot be marked
5. Number the questions you have attempted
6. Use of appropriate workplace examples to illustrate your answers will earn you bonus marks
7. Any examination malpractice detected will lead to automatic disqualification.

DO NOT WRITE ANYTHING ON THE QUESTION PAPER

Section A ANSWER ONLY ONE QUESTION IN THIS SECTION. IT IS COMPULSORY AND CARRIES 40 MARKS

Question 1:

Case Study: Contractual Agreements in the Tourism Industry

Background:

Safari Adventures Ltd., a Ugandan tour company, specializes in organizing wildlife safaris, hotel bookings, and transport for both local and international tourists. The company enters into a business arrangement with Global Travel Agency, an overseas firm, to provide a customized package for a group of travelers visiting Uganda. The agreement outlines various terms, including pricing, cancellation policies, and liability.

Scenario 1: Booking Confirmation and Agreement (10 marks)

Global Travel Agency inquires about a ten-day safari package, and Safari Adventures Ltd. provides a detailed itinerary and pricing. The agency negotiates the package terms, including accommodation upgrades and meal plans. After a series of emails, the agency confirms the booking and requests an invoice.

Scenario 2: Payment and Obligations (10 marks)

The contract states that the travel agency must pay a 30% deposit upfront, with the balance due upon the tourists' arrival. However, after receiving the invoice, the agency delays the deposit for two weeks, citing internal approval processes. Meanwhile, Safari Adventures Ltd. has already made reservations with partner hotels and transport providers.

Scenario 3: Client Eligibility and Responsibility (10 marks)

One of the tourists on the trip is 16 years old and has booked a solo adventure activity that requires participants to be at least 18 years old. The parent claims that the booking should stand because the package was paid for. The tour company, however, refuses to proceed with the booking due to the age requirement.

Scenario 4: Compliance and Business Ethics (10 marks)

During the tour, authorities inspect the operations of Safari Adventures Ltd. and discover that one of the transport providers is unlicensed. The authorities impose fines, and some tourists demand a refund, arguing that the tour company failed to comply with industry regulations.

Discussion task:

Analyze the scenarios and identify the key contractual elements present in each case. How do these elements contribute to the enforceability and fairness of tourism agreements? **(40 marks)**

Section B ANSWER ANY 3 QUESTIONS IN THIS SECTION. EACH QUESTION CARRIES 20 MARKS

Question 1:

Compare and contrast between tourism laws and hospitality laws while referring to specific examples where each law applies. state if there are any similarities and differences. **(20 marks)**

Question 2:

Imagine you are the manager of a newly established hotel in Uganda. To ensure smooth operations and avoid problems with the authorities, you must comply with all relevant tourism laws and regulations. Discuss the key considerations you would take into account to ensure that your hotel operates within the legal framework. How would following these laws contribute to the success and reputation of your hotel? **(20 marks)**

Question 3:

Ethics play a crucial role in shaping responsible tourism practices, ensuring that tourism activities benefit local communities, preserve cultural heritage, and protect the environment. Discuss the key ethical principles in tourism, including their importance in promoting sustainable and responsible travel. **(20 marks)**

Question 4:

- a) Discuss the different types of contracts that exist in tourism transactions while providing relevant examples. **(10 marks)**
- b) Analyze the remedies available when a contract is breached, highlighting their significance in ensuring fairness and accountability in tourism contractual relationships. **(10 marks)**

Question 5:

Discuss the general regulations governing at least ten different types of tourist establishments or facilities. In your discussion, highlight how these regulations contribute to maintaining industry standards, protecting tourists, and promoting sustainable tourism development. **(20 marks)**

Question 6:

Discuss what is found in the Uganda Tourism (Registration and Licensing of Tourist Accommodation) Regulations, Statutory Instrument No. 68 of 2014 and explain how it is relevant to the tourism sector. **(20 marks)**