



FACULTY OF BUSINESS MANAGEMENT
END OF SEMESTER EXAMINATIONS - APRIL 2025

PROGRAMME: BTHM

YEAR/SEM: YEAR 3/SEMESTER 1

COURSE CODE: GMT 3103

NAME: CONFLICT RESOLUTIONS AND NEGOTIATION IN TOURISM

DATE: 0225-04-24

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 Section A is compulsory

Question 1:

Lake Bunyonyi, a popular tourist destination in southwestern Uganda, is known for its stunning natural beauty and diverse wildlife. A local entrepreneur, Kakuru, has proposed the development of an eco-lodge on the lake's shores, which would offer luxury accommodations and activities such as birdwatching and boat tours.

However, the proposal has sparked intense conflict among local community members, tour operators, and environmentalists. The local community is concerned about the potential environmental impact of the development, including deforestation, water pollution, and disruption of traditional fishing practices. Tour operators are worried that the eco-lodge will monopolize the local tourism industry and push them out of business. Environmentalists are concerned about the potential harm to the lake's fragile ecosystem and the impact on the local wildlife.

Questions

- (a) Examine the underlying interests, needs, and concerns of each stakeholder group? How do these interests contribute to the conflict (10 marks)
- (b) Examine the potential consequences of the eco-lodge development for the local community and environment? How can these consequences be mitigated (10 marks)
- (c) Examine the negotiation strategies which could be employed to resolve the conflict (10 marks)
- (d) Examine the potential long-term impacts of the conflict on the local tourism industry. (10 marks)

Section B Attempt any THREE Questions from this Section.

Question 1:

Evaluate the impact of effective conflict resolution and negotiation on the tourism industry. Discuss the effectiveness of conflict resolution and negotiation in improving customer satisfaction, increase revenue, and enhance the reputation of tourism stakeholders. (20 marks)

Question 2:

- (a) Discuss how emotions can escalate or de-escalate conflicts in the tourism industry (12 marks)
- (b) Provide examples of emotional management strategies in conflict resolution (8 marks)

Question 3:

- (a) Discuss the components of the conflict story (10 marks)
- (b) Examine the importance of the conflict story in the tourism industry (10 marks)

Question 4:

Examine the importance of identifying conflict issues in the tourism industry? Provide examples of potential conflict issues and how they can be addressed (20 marks)

Question 5:

Discuss the different ways organizations can reduce conflict that already exist (20 marks)

Question 6:

- (a) Examine the components of the conflict story (10 marks)
- (b) Examine the importance of the conflict story in the tourism industry (10 marks)