

## Law and Business Ethics Education for Tourism and Hospitality “Knowledge Development and Awareness Dissemination”

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*A tourist experience has been found to be formulated out of the sequence of events and encounters lived over the experience duration. But rarely has the element of legal knowledge and awareness been considered as a formulating/shaping factor. There is no such thing as a tourist bubble in an authentic tourism experience. Actions and interactions between tourists and the host community sometimes would lead to frictions, in most cases these frictions are initiated by culture differences, communications problems, and at a distance not so far comes the legal perceptions differences and in many cases ignorance. Hence, stands out the role of tourism affiliates in protecting tourists, host community, and country's assets and heritage. The study aims to develop the legal knowledge of tourism and hospitality students and industry affiliates. To achieve the study aim the following objectives were proposed:*

- *To assess the current status of law/legislations courses offered to tourism and hospitality students*
- *To develop the law/legislations course syllabus and teaching approach*
- *To propose a means of law/legislations knowledge dissemination among industry affiliates*

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### Introduction

The law is intended as a set of mandatory rules governing the conduct of individuals within their communities, which they must observe and respect. These rules are the regulators of individuals behaviors, whether social, professional, commercial, civil, criminal and many others, in order to ensure an organized/effective system of living in societies (Hosni 1989, Al Qasim 2003).

The tourism law regulates corporate and individual relations in the tourism and hospitality industry. It reflects the rules governing tourism in the state and all the related issues and is usually aimed at promoting tourism, regulating investments,

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and developmental activities in this vital sector of a country's economy. Furthermore, it establishes controls and guidelines related to hospitality facilities, the organization of travel and tourism companies operation, the process of tourism guidance, and the development of appropriate mechanisms to ensure the application of such controls (Barth 2012).

Article 1 of Oman's tourism law, decree No. 33/2002, states: "This law aims to encourage, promote and develop tourism in Oman and develop its resources and investments to increase its contribution to the national economy by regulating the establishment and utilization of the country's tourism resources and creating the administrative regulations and manpower necessary to encourage and promote tourism activity in order to support cultural and intellectual communication between the citizens of Oman and other peoples of other countries" (Royal Decree No. 33/2002 2002).

The Omani tourism law addresses natural and juristic persons, whose activities are related to the utilization and management of touristic sites, establishment of hospitality properties, conducting touristic transportation, travel offices, and tour guides in order to set appropriate regulations and controls. The Ministry of Heritage and Tourism is the official body responsible of the tourism and hospitality industry related activities in the Sultanate of Oman, and it is in charge, with other relevant bodies, of the marketing activities of tourism in Oman (Al Barwani 2019).

This study aims to develop the legal knowledge of tourism and hospitality students and industry affiliates. To achieve the study aim the following objectives were proposed:

- To assess the current status of law/legislations courses offered to tourism and hospitality students.
- To develop the law/legislations course syllabus and teaching approach.
- To propose a means of law/legislations knowledge dissemination among industry affiliates.

The study comprises four sections: a review of the investigated topic related literature, followed by the methodology section which demonstrates the approach followed by the researchers and the methods applied. In the results and discussion section, the study findings are analyzed, interpreted, and discussed, several courses of actions are proposed. Then, a conclusions section to sum up the study main points.

## **Literature Review**

Tourism can be defined as the experiences created from the actions and the interactions between visitors and the host communities (individuals - local businesses - Government - Environment) (McIntosh and Goeldner 1986, Goeldner and Ritchie 2012). It is the movement out of the usual place of residence to a destination to practice any tourism related activity, for a period of 24 hours or more (Cooper 2004).

The United Nations World Tourism Organization (UNWTO) has defined tourism based on the movement of a person(s) away from the normal place of residence to practice any of the tourism related activities spending money to that end (UNWTO 2010).

Tourism is a combination of elements that work together in harmony to create a memorable experience for tourism activities seekers, the key elements/industries involved in the experience creation are (Leiper 1990, Goeldner and Ritchie 2012, Kasavana 2013):

- Accommodations/Lodging
- Food and Beverage
- Transportation
- Retail Stores
- Activities and Entertainment

Tourism embraces virtually all aspects of our society and has proven to be an effective economic resource involving many people and industries, a fact that attracted the attention of legislative bodies, which created the laws, regulations, and legal environment within which the tourism industry must operate (Goeldner and Ritchie 2012).

There are reports by researchers claiming that the growth in tourism has also led to increased crime cases and that a particularly important phenomenon in places attracting tourists is crime. The linking between tourism and the growth of crime existed for several reasons (Fujii and Mak 1980, Pelfrey 1998, Harper 2001, Lisowska 2017):

- Tourists are assumed to carry money.
- Tourists are likely to be relaxed and sometimes careless.
- Tourists are often less likely to report crimes to avoid problems, extra expenses, and waste of time.

Crimes against tourists negatively affect a destination's reputation and image. Destinations that are perceived as being unsafe or dangerous suffer from decreased tourist arrivals and consequently lose the anticipated tourism revenues (Moore and Berno 1995, Glensor and Peak 2004).

Sometimes instead of being the victims tourists tend to be the culprits. The tourist background and set of values in addition to the fact of being away from the usual place of residence can trigger many irresponsible behaviors and actions. The following are some of the problems tourists might face or get involved in (Brunt and Hambly 1999, Glensor and Peak 2004):

- Fencing of stolen property
- Fraud
- Pickpocketing
- Robberies at food and beverage outlets

- Smuggling
- Terrorism

As part of its efforts to encourage and promote responsible and sustainable tourism, the United Nations World Tourism Organization (UNWTO) created the Global Code of Ethics for Tourism in 1999, which was acknowledged by the United Nations two years later. Addressed to all stakeholders (governments, the industry, communities/destinations, tourists), the Code's ten articles cover the economic, social, cultural, and environmental components of travel and tourism. The following is a quote of the code's first article (item number 5) (UNWTO 1999):

“...When travelling, tourists and visitors should not commit any criminal act or any act considered criminal by the laws of the country visited and abstain from any conduct felt to be offensive or injurious by the local populations, or likely to damage the local environment; they should refrain from all trafficking in illicit drugs, arms, antiques, protected species and products and substances that are dangerous or prohibited by national regulations...”

In order to simplify the principles of the Global Code of Ethics for Tourism and make it comprehensible by tourists the “Responsible Tourist and Traveler” brochure was prepared in 2005 by the World Committee on Tourism Ethics. In 2020 as a response to the COVID-19 pandemic the World Committee on Tourism Ethics revised and updated it to ensure safe and secure travel (UNWTO 2020).

Another step was taken as part of the post COVID-19 era, the “International Code for the Protection of Tourists” provides a set of global rules and guidelines for the protection of tourists in emergency situations and to preserve the tourists’ consumer rights. Directed to governments, public and private stakeholders, and tourists themselves, the code provides practical guidance as to policies, legislations and regulatory practices for all concerned parties (UNWTO 2022).

The tourism/hospitality industry is keen to promote and adopt environmental and business ethics codes (Goeldner and Ritchie 2012). Burke and Logsdon (1996) claim that through a strategic continuous implementation of the concept of “Corporate Social Responsibility” an operation would assure customer loyalty, community satisfaction and consequently a larger market penetration achievement. “Corporate Social Responsibility” is a standing commitment of the business to assure the welfare of its employees and to contribute to the economic and social development of the host community, while at the same time preserving the surrounding environment and its resources, minimizing its operations negative effects and maximizing its contribution to the concerned and affected parties (World Business Council for Sustainable Development 2000, Commission of the European Communities 2001, Shahin and Zairi 2007, Kucukusta et al. 2013).

Business ethics is important for the field academics and the tourism/ hospitality industry affiliates (Damitio and Schmidgall 1993, Dunfee and Donaldson 1999). Controversial ethical situations face all employees, especially those working in tourism, they have to take decisions based on their moral and ethical codes where there are no clear laws or formal guidelines (Arnaudov and Koseska 2012). There

is a grey area where some activities nature is not clear, an activity might be legal but still be the wrong thing to do. Consistently choosing the ethical behavior is the only path to avoiding unfavorable legal consequences (Barth 2012).

Law and ethics were defined and explained by scholars. Law is defined as “a collection of rules proposed by the government, enacted by the legislature with any breaches remedied by the courts” (Srivastava 2012). Ethics refer to the conduct of individuals or groups within or towards others. A behavior is considered ethical if it is within the norms of righteousness. Hall (1992) explained ethics as “knowing what ought to be done, and having the will to do it”, and Lieberman and Nissen (2008) stated that ethics is the study of moral principles concerning rightful conducts based on the most deeply held values.

Tourism and hospitality students must be prepared to the ethical challenges that they might face as part of their professional life day to day activities, grasping the proper set of ethical guidelines and supported with the knowledge of roles, codes, and legislations, would help future industry joiners to perform their duties as dedicated service providers and honest law-abiding citizens. Doing things right leads to doing the right things when faced with unprecedented situations (Vallen and Casado 2000, Jaszay 2002, Yeh et al. 2005, Yeh 2012).

Wood (2003) identified and put in order of importance the skill sets needed for a hospitality management educational setting, out of eighteen skill sets “hospitality law” was ranked second after “research skills”.

According to students who studied law within the field of hospitality in the United States, the top ranked topics were: “protection of the person and property of guests”, “the legal duties and responsibilities of innkeepers and restaurants”, besides, “employment law” (McConnell and Rutherford 1988). In the same vein, a study by Dopson and Nelson (2003) revealed that ethics was ranked the highest among thirty-seven program content areas for graduates of the United States hospitality programs.

The Hong Kong Polytechnic University and The Chinese University of Hong Kong both offer law and ethics subjects as compulsory subjects. The major study areas include (Ko and Tavitiyaman 2015):

- Hospitality and supporting tourism services
- Employment law
- Ethical issues in the hospitality industry (theory and practice)
- Hospitality and tourism licensing and regulations
- Hospitality and tourism contract laws
- Legal procedures
- Passenger transport licensing and regulations
- Principles of negligence, negligence and hospitality and tourism practices
- Protecting guests’ properties
- Rights of guests and innkeeper, liability and sales of food and beverage
- Tour operations and airlines rights and liabilities
- Visitor attractions and visitor management

In terms of instructional technique, several studies have found that discussing business ethics scenarios (case studies) was the most effective method to enhance students' abilities to identify ethical situations and to develop skills in ethical judgment (McMinn 1988, Weber 1990, Burton et al. 1991, Murphy and Boatright 1994, Vallen and Casado 2000, Jaszay 2002). Watras (1986) suggested that teaching materials should be based on some real-life dilemmas, and group discussions are effective in learning ethics. Bishop (1992) believed that in order to make business ethics education relevant; speakers from industry, government, and other sectors of society may be invited to speak before students on ethical issues.

## **Methodology**

The current study is a comparative case study of three tourism and hospitality education institutions:

- The Faculty of Tourism and Hotels - Sadat City University - Egypt
- The Tourism Department - College of Arts and Social Sciences - Sultan Qaboos University - Sultanate of Oman
- The Faculty of Tourism and Hotel Management - Helwan University - Egypt

Comparative case studies help researchers study the effect of policies and applications in social studies, including education (Bartlett and Vavrus 2017a).

Goodrick (2014, p. 1) defines comparative case studies to "...involve the analysis and synthesis of the similarities, differences and patterns across two or more cases that share a common focus or goal...in a way that produces knowledge that is easier to generalize about causal questions - how and why particular programs or policies work or fail to work...".

Bartlett and Vavrus (2017b) propose a definition that depends on three axes of comparison:

- Horizontal, which compares similarities
- Vertical, which traces phenomena across scales
- Transversal, which is time related comparisons

The three universities were chosen for comparison based on the following facts:

- Two researchers are faculty members at the Faculty of Tourism and Hotels (Founded in 1997) - Sadat City University and The Tourism Department (Founded in 2001) of Sultan Qaboos University
- The Faculty of Tourism and Hotel Management - Helwan University is the first and oldest tourism and hospitality education institution in the middle east. It started as the Institute of Tourism and Hotels in 1962, then

in 1975, became the Faculty of Tourism and Hotels affiliated to Helwan University.

Content analysis was applied on the files of the law/legislation courses taught at the three institutions undergraduate programs as they stand in Spring 2022. The courses files were acquired from the quality and accreditation offices at the Faculty of Tourism and Hotel Management of Helwan University and at the Faculty of Tourism and Hotels of University of Sadat City, and from the quality and accreditation committee of the Tourism Department of Sultan Qaboos University. Files were critically reviewed, analyzed and interpreted, then courses topics were cross examined and compared. The following step was the compilation/structuring of a preliminary syllabus model.

Content analysis allows for close, careful, and critical analysis of the material under investigation/study leading to categorization, deduction, clarification, and interpretation of ideas, themes, biases, and ambiguities (Kolbe and Burnett 1991, Berg 2004).

Focus group method was applied. A group of four tourism and hospitality academics, a law academic, and a law practitioner discussed the topic under investigation. The focus group discussions lasted for five meetings and rendered recommendations to develop the course syllabus and teaching approach.

Focus group method allows for the interaction and exchange of opinions and ideas on a certain topic in a non-structured way, allowing for a thorough study and analysis by a group of concerned experts, rendering recommendations and courses of action. The researcher acts as the maestro who keeps the panel discussions on the right track (Bosco and Herman 2010, Cater and Low 2012).

## **Results and Discussion**

### *Description and Content Analysis of the Courses Files*

The three academic institutions offer tourism and hospitality legislations related courses, but at different levels of their study plans (See Table 1).

**Table 1.** *The Courses Status and Basic Information*

<b>Institution</b>	<b>Sultan Qaboos University (SQU)</b>			<b>Helwan University</b>			<b>University of Sadat City</b>		
<b>Specialization</b>	Tourism	Hospitality	Guidance	Tourism	Hospitality	Guidance	Tourism	Hospitality	Guidance
<b>Course Name</b>	Tourism and Hospitality Legislation	Tourism and Hospitality Legislation	Tourism and Hospitality Legislation	Tourism Legislations	Tourism and Hospitality Legislations	Tourism and Hospitality Legislations	Tourism and Hospitality Legislations	Tourism and Hospitality Legislations	Tourism Legislations
<b>Course Code</b>	TOUR2010	TOUR2010	TOUR2010	T3007	H3011	TG2001	1411	2411	3426
<b>Year/Semester</b>	2	2	2	3	3	2	4	4	4
<b>Study Weeks</b>	15	15	15	15	15	15	15	15	15
<b>Course Content</b>	Same	Same	Same	Different	Different	Different	Same	Same	Same
<b>Teaching Language</b>	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic
<b>Teaching Method</b>	Lecturing	Lecturing	Lecturing	Lecturing Discussions Case Study Assignments	Lecturing Discussions Case Study	Lecturing Discussions	Lecturing Case Study Assignments	Lecturing Assignments	Lecturing Case Study

Note: Adapted from: Tourism Studies Department (2012-2013); Hotel Studies Department (2012-2013); Tourism Guidance Department (2011-2012); Tourism Department (2015-2016); Tourism Studies Department (2016-2017); Hotel Management Department (2018-2019); Tourism Guidance Department (2016-2017).

At Helwan University the course name for the hospitality and guidance specializations is the same with different course codes (the three specializations offered courses have different codes) and noticeably with different contents. The guidance specialization offers the course at the student second academic year despite the fact that the other two specializations offer it at the student third academic year.

For Sultan Qaboos University the course is offered at the same academic level for the three specializations with the same course contents as it is only one course (TOUR2010) offered to all specializations students.

University of Sadat City offer the course at the same academic level for the three specializations, but under different course codes although the contents are the same, furthermore, the hospitality and tourism specialization have the same course name but different from that offered to the guidance specialization.

The three institutions course teaching methods relies basically on “Lecturing”, while “Case Study” and “Discussions” came on the second and third places respectively.

The course offered at Sultan Qaboos University deals with general law and its theories, concepts, rules, and sections (See Table 2). The topics related to the UNWTO efforts and codes are not mentioned nor the laws pertaining to the environment and antiquities. There is neither a linking between the course and the creation of successful/safe tourist experience nor the industry affiliates role in protecting the country’s assets and heritage. The courses offered at University of Sadat City share the same remarks and comments of Sultan Qaboos University, but the topics are characterized by being more specific and operations oriented rather than being generic and theory oriented as in the case of Sultan Qaboos University offered course. The topic of “Real Estate Ownership System in Integrated Tourism Complexes” is unique to the Sultanate of Oman, as the Omani law allows for foreigners to own a residential unit (house - apartment) in these complexes and get granted residency privilege as long as the ownership status continuous. Laws pertaining to such issue is discussed as part of the course.

Helwan University tourism and hospitality specialization courses include the generic topics of law and tourism and hospitality laws with an operation-oriented law/legislations topics (See Table 2). The tourism specialization deals with “Laws and Treaties Pertaining to Cultural Heritage Preservation and the Repossession of Stolen Antiquities” but the hospitality specialization does not, instead it offers a section on “Vocabulary of Egyptian Law No. 4 of 1994 on Environmental Protection and its Relationship to Tourism Activity”. But in both specializations courses there is no motioning of the UNWTO efforts and codes. The guidance specialization offers the following four topics all through the semesters, as seen it is so limited and does not tackle the same topics as the other two specialization and of course too far of the courses offered by the other two institutions:

- Tourism and Hospitality Legislations
- Aspects of Tourism Activities
- Tourist Centers
- Tourism Companies

**Table 2.** *The Courses Contents at the Three Studied Institutions Based on Specializations*

Department / Specialization	Tourism Department – Sultan Qaboos University (SQU)	Faculty of Tourism and Hotel Management – Helwan University	Faculty of Tourism and Hotels – University of Sadat City
<b>Tourism</b>	<ul style="list-style-type: none"> <li>• The theory and concept of law</li> <li>• Characteristics of the legal rule</li> <li>• Legal and social rules</li> <li>• Sections of law and its branches (public and private law - branches of common law)</li> <li>• Constitutional Law - Administrative Law - Financial Law</li> <li>• Civil Law - Commercial Law - Maritime Law - Air Law</li> <li>• Legal Rules</li> <li>• Application of legal rules</li> <li>• Tourism legislation in Oman</li> <li>• Laws, regulations and decisions governing tourism and hotel activities</li> <li>• Basic Principles of Tourism Law</li> </ul>	<ul style="list-style-type: none"> <li>• Laws regulating the operations of tourism companies</li> <li>• Categorization of tourism companies</li> <li>• Tourism companies permit/license to practice conditions</li> <li>• Tourism company place/location specifications</li> <li>• Laws regulating the operation of maritime and land means of transportation</li> <li>• Cancellation of tourism companies Permit/License to practice</li> <li>• Foreign tourism companies operation regulating conditions</li> <li>• Tourism guidance law and permit/license of practice conditions</li> <li>• Cancellation of tourism guidance Permit/License to practice conditions</li> <li>• Laws and treaties pertaining to cultural heritage preservation and the repossession of stolen antiquities</li> </ul>	<ul style="list-style-type: none"> <li>• Definition of the legal rule</li> <li>• Characteristics of the legal rule</li> <li>• Legal rule sources</li> <li>• Legal regulations of the tourism and hotel establishments</li> <li>• Hotel accommodation contract</li> <li>• Characteristics of the hotel accommodation contract</li> <li>• Pillars of the hotel accommodation contract</li> <li>• Obligations and rights arising from the hotel accommodation contract</li> <li>• Tourism Transport Contract</li> <li>• Commitments of the tourism transport contract</li> </ul>

<b>Hospitality</b>	<ul style="list-style-type: none"> <li>• Real estate ownership system in integrated tourism complexes</li> <li>• Travel and tourism companies regulations</li> <li>• Tourism transport regulations</li> </ul>	<ul style="list-style-type: none"> <li>• The concept of law and the legal rule</li> <li>• Laws of tourism and hotel activity</li> <li>• Definition of the tourism establishment, its conditions, and obligations</li> <li>• Laws and legislations of establishing hotel facilities</li> <li>• Legislations of hotel and tourism establishments and accommodation contract with guests</li> <li>• Tourism Development Authority: its terms of reference and commitments</li> <li>• Tourism and hotel chambers and the organization of their unions</li> <li>• Tourism specifications for various hotel facilities</li> <li>• Ministerial decrees to regulate time-sharing and tourism guidance profession</li> <li>• Vocabulary of Law No. 4 of 1994 on environmental protection and its relationship to tourism activity</li> </ul>	
<b>Guidance</b>		<ul style="list-style-type: none"> <li>• Tourism and Hospitality Legislations</li> <li>• Aspects of Tourism Activities</li> <li>• Tourist Centers</li> <li>• Tourism Companies</li> </ul>	

*Note:* Adapted from: Tourism Studies Department (2012-2013); Hotel Studies Department (2012-2013); Tourism Guidance Department (2011-2012); Tourism Department (2015-2016); Tourism Studies Department (2016-2017); Hotel Management Department (2018-2019); Tourism Guidance Department (2016-2017).

## **A Preliminary Proposed Course Contents**

The tourism and hospitality student is prepared through education to join the industry workforce. Regardless of the study specialization has to deal directly with tourists, take part in creating their tourism experience and at the same time protect the tourism resources and assets of the host country. Being knowledgeable of the tourism and hospitality laws/legislations as a whole is a must, dealing with ethical situations is a part of the job burdens, based on this “A Preliminary Proposed Course Contents” was formulated out of the three institution offered courses (See Table 3), which will at the end of the current study be enhanced and amended based on the focus group reached results and proposed recommendations.

## **Focus Group**

Based on the necessity of different law branches knowledge/awareness to tourism and hospitality students/affiliates and guided by the reviewed literature and the UNWTO tourism conceptions, regulations, and codes of ethics; the starting point for the panel was the following question: “Are the current courses topics sufficient to provide tourism and hospitality students with the required law and business ethics knowledge and mindset?”.

The panel started with a review of the courses topics as they stand. Then came the stage of discussing the courses contents, teaching approaches, and the means of disseminating legal and business ethics knowledge among industry affiliates. In this context, the focus group/panel contributes the following structural and procedural amendments, recommendations and courses of action on various levels:

## **Education**

### *Current Courses Status*

In general, the reviewed courses cover the definitions, principles, and theory of law. The national tourism laws/legislations are stressed, topics related to tourism and hospitality business startup requirements, regulations, procedures, and documentations are approached in detail. But lack other critical topics that would be of great value if added. These issues are treated in the following sections of this study.

**Table 3. A Preliminary Proposed Course Contents**

Tourism Department – Sultan Qaboos University (SQU)	Faculty of Tourism and Hotel Management – Helwan University	Faculty of Tourism and Hotels – University of Sadat City	Preliminary Proposed Course
<ul style="list-style-type: none"> <li>• The theory and concept of law</li> <li>• Characteristics of the legal rule</li> <li>• Legal and social rules</li> <li>• Sections of law and its branches (public and private law - branches of common law)</li> <li>• Constitutional Law - Administrative Law - Financial Law</li> <li>• Civil Law - Commercial Law - Maritime Law - Air Law</li> <li>• Legal Rules</li> <li>• Application of legal rules</li> <li>• Tourism legislation in Oman</li> <li>• Laws, regulations and decisions governing tourism and hotel activities</li> <li>• Basic Principles of Tourism Law</li> <li>• Real estate ownership system in integrated tourism complexes</li> <li>• Travel and tourism companies regulations</li> <li>• Tourism transport regulations</li> </ul>	<ul style="list-style-type: none"> <li>• The concept of law and the legal rule</li> <li>• Tourism and Hospitality Legislations</li> <li>• Laws regulating the operations of tourism companies</li> <li>• Definition of the tourism establishment, its conditions, and obligations</li> <li>• Categorization of tourism companies</li> <li>• Tourism companies permit/license to practice conditions</li> <li>• Tourism company place/location specifications</li> <li>• Laws regulating the operation of maritime and land means of transportation</li> <li>• Cancellation of tourism companies Permit/License to practice</li> <li>• Foreign tourism companies operation regulating conditions</li> <li>• Laws and legislations of establishing hotel facilities</li> <li>• Tourism specifications for various hotel facilities</li> <li>• Legislations of hotel and tourism establishments and accommodation contract with guests</li> <li>• Tourism guidance law and permit/license of practice conditions</li> <li>• Cancellation of tourism guidance Permit/License to practice conditions</li> <li>• Tourist Centers</li> <li>• Tourism Development Authority: its terms of reference and commitments</li> <li>• Tourism and hotel chambers and the organization of their unions</li> <li>• Ministerial decrees to regulate time-sharing and tourism guidance profession</li> <li>• Vocabulary of Law No. 4 of 1994 on environmental protection and its relationship to tourism activity</li> <li>• Laws and treaties pertaining to cultural heritage preservation and the repossession of stolen antiquities</li> </ul>	<ul style="list-style-type: none"> <li>• Definition of the legal rule</li> <li>• Characteristics of the legal rule</li> <li>• Legal rule sources</li> <li>• Legal regulations of the tourism and hotel establishments</li> <li>• Hotel accommodation contract</li> <li>• Characteristics of the hotel accommodation contract</li> <li>• Pillars of the hotel accommodation contract</li> <li>• Obligations and rights arising from the hotel accommodation contract</li> <li>• Tourism Transport Contract</li> <li>• Commitments of the tourism transport contract</li> </ul>	<ul style="list-style-type: none"> <li>• The theory and concept of law</li> <li>• Legal rules</li> <li>• Characteristics of the legal rule</li> <li>• Legal rule sources</li> <li>• Application of legal rules</li> <li>• Legal and social rules</li> <li>• Sections of law and its branches</li> <li>• Tourism and Hospitality Legislations</li> <li>• Legal regulations of the tourism and hotel establishments</li> <li>• Hotel accommodation contract</li> <li>• Tourism transport regulations</li> <li>• Foreign tourism companies operation regulating conditions</li> <li>• Tourism guidance law and permit/license of practice conditions</li> <li>• Tourist Centers</li> <li>• Real estate ownership system in integrated tourism complexes (Ownership of foreigners in tourism projects)</li> <li>• Tourism Development Authority: its terms of reference and commitments</li> <li>• Tourism and hotel chambers and the organization of their unions</li> <li>• Ministerial decrees to regulate time-sharing and tourism guidance profession</li> <li>• Law on environmental protection and its relationship to tourism activity</li> <li>• Laws and treaties pertaining to cultural heritage preservation and the repossession of stolen antiquities</li> </ul>

*Note:* Adapted from: Tourism Studies Department (2012-2013); Hotel Studies Department (2012-2013); Tourism Guidance Department (2011-2012); Tourism Department (2015-2016); Tourism Studies Department (2016-2017); Hotel Management Department (2018-2019); Tourism Guidance Department (2016-2017).

### *Topics Blending*

It is imperative to educate tourism and hospitality students about tourism law complemented by the UNWTO international code for the protection of tourists (<https://www.unwto.org/international-code-for-the-protection-of-tourists>), the ethics, culture, and social responsibility policies and regulations of the UNWTO (<https://www.unwto.org/ethics-culture-and-social-responsibility>), and of course the global code of ethics for tourism (<https://www.unwto.org/global-code-of-ethics-for-tourism>).

Tourism and hospitality students should be acquainted not just with the tourism laws and legislations but also be provided with an overall “go by” knowledge of various laws and legislations, this is particularly important in protecting national assets and resources. Furthermore, students should be educated and made aware of the tourism and hospitality properties/affiliates safety and security obligations towards guests while on/off premises.

The culture aspect and perceptions form the tourist interpretation of a host country laws/legislations and traditions. All tourism affiliates work in a multi culture environment, consequently, they have to appreciate the delicate nature of the industry through a refined practice of tact, professionalism and business ethics. To provide an integrated course with an overall global perspective it is recommended to include topics related to business ethics and human rights. These issues could be proposed as a track within the law/legislations course (as proposed) or as a full dedicated course.

### *Teaching and Learning*

The incorporation of a more wholistic, comprehensive, dynamic, and daily life law/business ethics related content as previously suggested, requires the application of more practical, interactive, and critical thinking stimulating teaching methods (Debates - Reflective Discussions - Problem Solving Activities - Role play - Guest speaker...).

### *Syllabus*

A proposed modified course syllabus is an outcome of the current study, which was based on the model formulated as part of the courses content analysis phase (Preliminary Proposed Course Contents - Table 3) (See Table 4).

**Table 4. Proposed Tourism and Hospitality Law and Business Ethics Course Structure**

<b>Course Title</b>	<b>Tourism and Hospitality Law and Business Ethics</b>
<b>COURSE AIM</b>	
The course aims to develop the legal knowledge and business ethics awareness of tourism and hospitality students.	
<b>COURSE OBJECTIVES</b>	
The course intends to:	
<ol style="list-style-type: none"> <li>1. Explain theory, concept, and sections of law</li> <li>2. Demonstrate the tourism and hospitality law and regulations</li> <li>3. Review the tourism and hospitality companies obligations towards clients</li> <li>4. Acquaint the students with the roles of tourism and hospitality activities regulating bodies</li> <li>5. Emphasize the concepts and definition of ethics in tourism and hospitality</li> <li>6. Familiarize the students with the UNWTO role and fundamental publications</li> <li>7. Discuss the laws and treaties pertaining to environmental protection, cultural heritage, and antiquities</li> </ol>	
<b>COURSE INTENDED LEARNING OUTCOMES</b>	
Upon completion of this course the student will be able to:	
<ol style="list-style-type: none"> <li>1. Identify the basics and sections of law</li> <li>2. Review the tourism and hospitality legal regulations</li> <li>3. Explain tourism and hospitality companies obligations towards clients</li> <li>4. Recognize the roles of tourism and hospitality activities regulating bodies (ministries - chambers - associations - organizations)</li> <li>5. Interpret ethics in tourism and hospitality</li> <li>6. Identify the UNWTO fundamental codes, policies, and publications</li> <li>7. Discuss the importance of tourism and hospitality affiliates role in protecting national assets and resources (environment)</li> </ol>	
<b>COURSE TOPICS</b>	
<b>1</b>	The theory and concept of law
<b>2</b>	Legal rules
<b>3</b>	Characteristics of the legal rule
<b>4</b>	Legal rule sources
<b>5</b>	Application of legal rules
<b>6</b>	Legal and social rules
<b>7</b>	Sections of law and its branches
<b>8</b>	Forms of business and ownership
<b>9</b>	Tourism and Hospitality Law/Legislations
<b>10</b>	Legal regulations of tourism companies
<b>11</b>	Legal regulations of hospitality establishments
<b>12</b>	Legal regulations of tourism guidance
<b>13</b>	Legal regulations of tourism transport companies
<b>14</b>	Legal regulations of foreign tourism and hospitality companies
<b>15</b>	Tourism companies obligations towards clients
<b>16</b>	Hospitality establishments obligations towards clients
<b>17</b>	Tourism guides obligations towards clients
<b>18</b>	Tourism and hospitality activities regulating bodies (Ministries - Chambers - Associations - Organizations)
<b>19</b>	Tourism and hospitality affiliates role in protecting national assets
<b>20</b>	Law on environmental protection and its relationship to tourism activity
<b>21</b>	Laws and treaties pertaining to cultural heritage and antiquities
<b>22</b>	Human rights
<b>23</b>	Concepts and definition of ethics
<b>24</b>	Business ethics in tourism and hospitality
<b>25</b>	Corporate social responsibility
<b>26</b>	Work environment and employee/labor relations
<b>27</b>	The global code of ethics for tourism
<b>28</b>	The UNWTO international code for the protection of tourists
<b>29</b>	The responsible tourist and traveler
<b>30</b>	The creation of successful/safe tourist experience

TEACHING STRATEGIES AND TECHNOLOGY APPLICATION	
<i>Teaching Method</i>	<i>Teaching Media</i>
<ul style="list-style-type: none"> <li>• Lecturing</li> <li>• Case Study</li> <li>• Guest Speakers</li> <li>• Tutorial Discussions</li> <li>• Assignments</li> </ul>	<ul style="list-style-type: none"> <li>• PowerPoint</li> <li>• Movies</li> <li>• Handouts</li> <li>• Text books</li> <li>• Web sites</li> </ul>

### Information and Knowledge Dissemination (Booklets - Web Based....)

Simplifying and publishing the “day to day - go by” national laws/legislations dos and don'ts, rights and obligation through such means as: “Booklets - Web Sites - Social Media - Tourist Information Offices etc.”, besides the knowledge dissemination of the national tourism and hospitality law and the UNWTO policies, codes, and regulations would go a long way in avoiding misunderstandings emerging from differences of legal cultures and perceptions. This is proposed to be done for both industry affiliates and tourists.

### Conclusions

Through the study phases it became clear that law education for tourism and hospitality students should be complemented with the study of ethics/business ethics in order for the students to stand on solid grounds and grasp a wholistic overview of the legalities and controversial situations they might face later on upon joining the industry. Being a tourism and hospitality student is a preparatory step to join the industry which means meeting tourists/foreigners who do not know about the rules and laws of the country.

The legal knowledge of the tourism and hospitality industry affiliates should not be limited only to the tourism law and regulations, but must include other laws, including but not limited to: the penal or criminal law, cultural heritage law, and the environmental protection and pollution control act. Legal knowledge is an important factor in protecting national assets and the creation of a safe tourism experience.

There is a necessity of disseminating legal and business ethics knowledge among industry affiliates. The role placed on the tourism and hospitality affiliates is vital and crucial, tourists perceive them as the unofficial representatives of the state, therefore, must be familiar with the laws of tourism and other complementary decrees related to them and be guided by strong ethical codes.

Based on the rule of “no one is excused for ignorance of the law”, the tourist is bound by the rules and laws of the country even if he/she does not know about it, based on the principle of justice in law application. The role of industry affiliates lies in educating tourists/foreigners of the most important legal issues and rules to protect them from falling into any violation, the simplest of which is to inform them of traffic rules that vary from country to country and whose violation entails criminal penalties. Tourism and hospitality affiliates have human, morale, and professional obligations to safeguard tourists and foreigners on their watch.

Tourism is a global multi culture industry, and so industry affiliates should be familiarized of the UNWTO efforts for better tourism and the fundamental publications on:

- The global code of ethics for tourism
- The UNWTO international code for the protection of tourists
- The responsible tourist and traveler

Tourism affiliates/professionals have a trifold role: They are considered as tourism experience creators, tourists' protectors, and national tourism assets and heritage keepers. Law and business ethics education/knowledge supports these professional roles.

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