

Legal and Ethical Considerations in Travel Services

Tourism Law · Answer Key · 19 Questions

1. What is the primary law governing data privacy in tourism in the Philippines?

- A) The Tourism Act of 2009
- B) Republic Act No. 10173 (Data Privacy Act of 2012)**
- C) The Consumer Act of the Philippines
- D) Joint DOTC-DTI Administrative Order No. 1 (2012)

2. Which of the following is NOT considered a category of personal information collected by tourism organizations?

- A) Basic personal data
- B) Sensitive personal data
- C) Employment history**
- D) Financial data

3. The Data Privacy Act of 2012 in the Philippines applies to:

- A) Only private sector tourism enterprises
- B) Only public sector organizations
- C) Both public and private sectors, including tourism and hospitality enterprises**
- D) Only online booking platforms

4. What is the main purpose of the Data Privacy Act of 2012?

- A) To regulate ticket prices
- B) To protect the fundamental human right to privacy**
- C) To promote international tourism
- D) To standardize hotel amenities

5. Tourism businesses are considered 'data-intensive' because:

- A) They primarily use paper-based records
- B) Personal information is required throughout the entire travel cycle**
- C) They only collect data for marketing purposes
- D) Data collection is optional for most services

6. Data privacy in tourism refers to the lawful, ethical, and responsible handling of personal information of:

- A) Only tourists
- B) Only employees
- C) Tourists, employees, and business partners**
- D) Only management

7. What are the three core principles of data privacy under RA 10173?

- A) Confidentiality, Integrity, Availability
- B) Transparency, Legitimate Purpose, Proportionality**
- C) Accuracy, Security, Accountability
- D) Consent, Collection, Consent

8. Under the principle of Transparency, tourists must be informed about:

- A) The financial performance of the company
- B) What personal data is collected, its purpose, and how it will be used**
- C) The personal details of other guests
- D) Future travel trends

9. Using guest data for unrelated marketing activities without consent is a violation of:

- A) The Tourism Act of 2009
- B) The principle of Proportionality
- C) The principle of Legitimate Purpose**
- D) The Air Passenger Bill of Rights

10. The principle of Proportionality in data collection means tourism businesses must:

- A) Collect as much data as possible
- B) Collect only the data necessary for their operations**
- C) Collect data only from foreign tourists
- D) Collect data only for marketing purposes

11. Tourism establishments must implement reasonable and appropriate measures to protect personal data. These include:

- A) Only physical security measures
- B) Only technical security measures
- C) Organizational, physical, and technical security measures**
- D) No security measures are required

12. For medium and large tourism enterprises, a key obligation under RA 10173 is the appointment of a:

- A) Marketing Manager
- B) Human Resources Director
- C) Data Protection Officer (DPO)**
- D) Chief Financial Officer

13. The National Privacy Commission (NPC) has called on tourism businesses to strengthen compliance measures due to:

- A) Decreasing digitalization
- B) Increasing vulnerability to data breaches**
- C) Reduced international travel
- D) Lower consumer demand

14. The law applies to any Personal Information Controller (PIC) or Personal Information Processor (PIP) that processes personal data within the Philippines, or processes information of Philippine citizens or residents, even if the entity is located abroad. This is known as the:

- A) Territorial Scope
- B) Extraterritorial Scope**
- C) Jurisdictional Scope
- D) National Scope

15. Which of the following entities is NOT typically considered a PIC or PIP in tourism operations?

- A) Hotels and resorts
- B) Airlines and transport operators
- C) Local farmers' markets**
- D) Online booking platforms

16. Consumer rights in travel and tourism refer to the legal protections and entitlements of tourists as:

- A) Employees
- B) Service providers
- C) Consumers**
- D) Investors

17. What is the primary law protecting consumers across all industries in the Philippines, including travel and tourism?

- A) Republic Act No. 10173
- B) Republic Act No. 9593
- C) Republic Act No. 7394 (Consumer Act of the Philippines)**
- D) Joint DOTC-DTI Administrative Order No. 1

18. Under the Consumer Act of the Philippines, consumers have the right to receive accurate, clear, and truthful information about products and services. This is known as the:

- A) Right to Safety
- B) Right to Redress
- C) Right to Protection against Deceptive Practices

D) Right to Information

19. Misleading advertisements, false promises, and hidden charges are prohibited under which consumer right?

- A) Right to Safety
- B) Right to Redress

C) Right to Information

- D) Right to be Heard