Building Consumer-Conscious Future Leaders in Tourism and Hospitality

Thimphu, 23 November 2026 – The Competition and Consumer Affairs Authority (CCAA) conducted an educational advocacy programme at the Royal Institute of Tourism and Hospitality (RITH), engaging 113 students and faculty members to strengthen awareness and understanding of consumer protection in the tourism and hospitality sector.

The programme covered key aspects of consumer protection, including consumer rights and responsibilities, business obligations, fair trading practices, product expiry dates, online scams and ethical business conduct. Particular emphasis was placed on the importance of fair pricing, food safety, service quality, transparency and treating consumers fairly.

As future professionals and entrepreneurs in the tourism and hospitality industry, students were encouraged to recognise that consumer protection is not just about safeguarding consumers; it is also fundamental to building responsible, trustworthy and sustainable businesses. By understanding and upholding consumer rights and protection standards, businesses can strengthen customer confidence, enhance their reputation and foster long-term success.

The programme also provided an opportunity for participants to share feedback and recommendations. Participants highlighted the need for broader public awareness initiatives, a stronger CCAA presence on social media, and more practical, case-based learning in future advocacy programmes. They also called for greater clarity on the legal consequences and enforcement measures applicable to businesses that breach consumer protection laws and regulations.

CCAA appreciates the active participation and valuable feedback received from the RITH community. The recommendations will help inform future advocacy initiatives and strengthen efforts to build a more informed, responsible and consumer-conscious business community.

Through such educational initiatives, CCAA aims to empower future tourism and hospitality professionals with the knowledge and values needed to protect consumers, uphold fair business practices and contribute to a more trustworthy and sustainable service sector in Bhutan.



