MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

FIRST YEAR SPECIAL/SUPPLEMENTARY FOR BACHELOR OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

HTM 100: INTRODUCTION TO HOSPITALITY AND TOURISM INDUSTRY

DATE: 25/7/2019   **TIME: 8.30-10.30 AM**

INSTRUCTIONS

Answer Question One and Any Other Two Questions

1. a) Define the following terms   (3 marks)
   i) Deluxe hotel
   ii) Travel agency
   iii) Tourist

   b) With aid of examples, state five major sub-sectors that comprise the tourism value chain.   (5 marks)

   c) Outline four reasons why tourism and hospitality industry may not be a popular career option for most graduates in Kenya.   (4 marks)

   d) State two functions of each of the following bodies in Tourism and hospitality management.   (4 marks)
   i. KWS
   ii. WTO

   e) Differentiate between
   i. multiple and maniple travel agencies   (4 marks)
   ii. Single concept and multiple concept food service chains

   f) Enumerate five roles of a chief steward in a hotel   (5 marks)

g)   Outline five areas of the tourist conduct code   (5 marks)

SECTION B: 40 MARKS-Answer any TWO questions from this section

2.   a)   The hospitality industry in Kenya may be categorized based on market segments. Discuss five of these   (10 marks)

      b)   Diversity in the workplace is inevitable in the hospitality industry. Elaborate this statement highlighting the pros of this status   (10 marks)

3.   Discuss how external forces in tourism and hospitality interact to support the growth of the industry or lack thereof   (20 marks)

4.   a)   Discuss five trends affecting the future of hospitality industry in Kenya(10 marks)

      b)   Explain five purposes of hotel classification in Kenya   (10 marks)

5.   Tourism destroys tourism. Discuss this statement with reference to the Kenyan Industry.

      (20 marks)