



MACHAKOS UNIVERSITY

University Examinations 2016/2017

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT HOSPITALITY MANAGEMENT

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR BACHELOR OF SCIENCE
IN HOSPITALITY AND TOURISM OPERATION

BHT 404: TRENDS IN HOSPITALITY OPERATIONS

DATE: 31/5/2017

TIME: 2:00 – 4:00 PM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

1.
 - a) Define the following terms
 - i. Sustainability
 - ii. Technology explosion
 - iii. Eco-friendly
 - iv. Real-time damage control (4 marks)
 - b) Explain why it is very important and necessary to encourage sustainability in the hospitality and tourism industry. (10 marks)
 - c) The Front Office department has experience major trends in the recent past. Explain, giving five (5) examples the trends in the department in the last ten years. (10 marks)
 - e) Describe six current trends in the hotel industry. (6 marks)
2.
 - a) You are the housekeeper in your hotel, explain how technology has shaped the department. (10 marks)

- b) Discuss Five (5) ways that hoteliers can put in place to curb terrorism that has affected the industry. (10 marks)
3. a) You are the new food and beverage manager in your hotel. You have observed that services are poor, slow, inefficient, and there is customer dissatisfaction. Discuss Five (5) ways you would rectify the situation? (10 marks)
- b) How do you foresee the trends in the hospitality and tourism industry in the coming ten years? (10 marks)
4. a) Discuss five ways that 'age' has contributed to the current trends in hospitality and tourism industry. (10 marks)
- b) You are required to advice the minister for tourism on how to revamp the industry and make it the number one generating income in Kenya. (10 marks)
5. Discuss Ten (10) impacts of Ethics in the hospitality and tourism industry in Kenya (20 marks)