



MACHAKOS UNIVERSITY

University Examinations for 2024/2025 Academic Year

SCHOOL OF BUSINESS, ECONOMICS, HOSPITALITY AND TOURISM

MANAGEMENT

DEPARTMENT OF HOSPITALITY AND TOURISM

**THIRD YEAR FIRST SEMESTER EXAMINATION FOR DEGREE IN
BACHELOR OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT**

SHT 304: HOSPITALITY & TOURISM CONSUMER BEHAVIOUR

DATE:

TIME:

INSTRUCTIONS:

*Answer question **ONE** (Compulsory) and any other **TWO** questions*

QUESTION ONE (30 MARKS)

- a) List 5 internal and 5 external factors that influence selection of a holiday by tourists. (10marks)
- b) List six ways that the tourism and hospitality industry is using to segment their markets. (6marks)
- c) Briefly describe four characteristics of personality that are important to marketers. (4marks)
- d) Outline six external stimuli that may trigger tourists need recognition. (4 marks)
- e) State ways in which reference groups influence a person's buying behavior. (6 marks)

QUESTION TWO (20 MARKS)

- a) Describe in details the five stages of the consumer decision process. (10 marks)
- b) Discuss five reasons why it is important to understanding tourist's behavior. (10 marks)

QUESTION THREE (20 MARKS)

- a) Briefly explain five of the different stimulus selection factors that can influence audience attention. **(10 marks)**
- b) Explain the influence of market characteristics factors on consumer behavior and their implication to marketers. **(10 marks)**

QUESTION FOUR (20 MARKS)

- a) Describe the roles that are played by different members of the family in buying hospitality and tourism products. **(10 marks)**
- b) Describe five marketing activities that influence the selection of tourism products by Tourists. **(10 marks)**

QUESTION FIVE (20 MARKS)

- a) Describe any four ways that marketers can use to segment the mass markets. **(8 marks)**
- b) Describe six key emerging issues in tourists' behaviour that are shaping travel trends today, and propose strategies which service providers may adapt to meet these changing preferences. **(12 marks)**