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**2017\_1 Exam**

**FACULTY OF SOCIAL SCIENCES**

**DEPARTMENT OF TOURISM STUDIES**

**COURSE TITLE: STRATEGIC MANAGEMENT IN HOSPITALITY AND TOURISM**

**COURSE CODE: TSM 441**

**CREDIT UNIT: 2**

**TIME ALLOWED: 2HOURS**

**INSTRUCTIONS: ANSWER ANY THREE (3) QUESTIONS.ALL QUESTIONS CARRY EQUAL MARKS**

**QUESTION 1 (23MARKS)**

a. Strategic management process can be administered in an organisation at the corporate, business and functional levels. Discuss

b.Define the term “*Strategic management”*

**QUESTION2 (23MARKS)**

2. Write short notes on the following unique characteristics of hospitality and tourism organizations, as depicted in the service sector organisations;

1. Tangibility
2. Simultaneity
3. Perishability
4. Labour intensive

**QUESTION3 (23MARKS)**

a. State any six (6) different areas where strategic management can enhance the activities of tourism and hospitality organisations.

b. Briefly describe the concept of environmental scanning in the context of hospitality and tourism firms.

**QUESTION4 (23MARKS)**

4.Discuss the four (4) core organizational functions that can influence an organisation’s ability to respond to the changes in the dynamic external environment.

**QUESTION5 (23MARKS**)

a. Large organisations that operate in highly dynamic and competitive market face different types of pressure. What are these pressures?

b.Briefly describethe concept of strategic alliances.