

2017 SECOND SEMESTER EXAMINATION

FACULTY OF SOCIAL SCIENCES

DEPARTMENT OF TOURISM STUDIES

Course Title: **Hospitality and Travel Management**

Course Code: **TSM 348**

Course Unit: 2

Time Allowed: 2: 30hrs

**Instruction: Any question 1 and any other 2 Questions**

**Question 1**

1. Discuss the importance of automobile system to the development of accommodation, hotel and tourism industry (**20marks**)
2. Explain 5 reasons why automobile system (Cars and Buses) of transportation was preferred than rail system (**10marks**)

**Question 2**

Explain the role of travel agents and state offices of tourism to hospitality industry (**20marks**)

**Question 3**

Explain the following in relation to hospitality industry:

1. Marketing Consortiums (**10marks**)
2. Franchising (**10marks**)

**Question 4**

Explain in details the importance of Accommodation and Food Services to hospitality industry (**20marks**)

**Question 5**

Explain the following in relation to segments of the cruise market in hospitality industry:

1. Mass market (**7marks**)
2. Middle market (**7marks)**
3. Luxury market (**6marks**)