



2019_2 EXAMINATION
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF TOURISM STUDIES

Course Title: Hospitality and Tourism Management

Course Code: **TSM 348**

Course Unit: 2

Time Allowed: 2: 00hrs

Instruction: Answer any three (3) Questions (All questions carry equal marks)

Question One (1)

- 1(a). Discuss in detail the development of Hospitality and Tourism Industry (8marks)
- 1(b). Explain the factors responsible for the growth of organisations in the Hospitality and Tourism Industry (9 marks)
- 1(c). Briefly explain the trend in the history of restaurant development (6marks)

Question Two (2)

- 2(a). Account for the impacts of changing travelling patterns and mode of travel in the Hospitality Industry (7 marks)
- 2(b). Explain briefly the impacts of automobiles in the growth and development of accommodation in the hotel or tourism industry (8 marks)
- 2(c). Discuss the services offered by the cruise liners to the Tourism and Hospitality business (8 marks)

Question Three (3)

- 3(a). Highlight and explain the activities and administrative relevance of international tourism organisations to tourism development (15 marks)
- 3(b). The Organisation for Economic Cooperation and Development (OECD) was established in Paris in 1960 to see to the policy making and administration of Tourism Industry, What are the four functions of OECD? (8.5 marks)

Question Four (4)

- 4(a). Discuss the criteria for the recruitment of Human Resources in the Hospitality Industry (5 marks)
- 4(b). Identify the six parts of map that helps in reading and understanding map properties and tool (6 marks)
- 4(c). Explain the meaning and characteristics of ticketing (7 marks)
- 4(d). A travel agent is more than a ticket seller, list other 5 responsibilities of a ticket seller (5 marks)

Question Five (5)

- 5(a). Identify and briefly explain the scope and characteristics of hotel classifications (9 marks)
- 5(b). List the benefits of franchising to both franchisor and franchisee (6 marks)
- 5(c). State and explain the facilities and activities in both city centre and resort hotels (8 marks)