



NATIONAL OPEN UNIVERSITY OF NIGERIA
Faculty of Agricultural Sciences
Dept. of Agricultural Economics and Extension
2020_2 Examination

Course Title: Strategic Tourism Management in Hospitality and Tourism

Course Code: HCM441

Credit Unit: 2 Units

Total Score: 70 Marks

Time Allowed: 2 Hrs

INSTRUCTION: Answer compulsory question 1 (25 marks) and any other 3 questions (15 marks each).

Q 1

- Carefully define the concept of strategic management. 2 mks
- What are the main characteristics of Hospitality and Tourism organizations 7mks
- State six (6) situations where strategic management can help hospitality and tourism organizations? 6mks
- Why do we need to analyze the external environment? 2 mks
- How does the external environment influence the hospitality and tourism firms? 8mks

Q2

- What are the challenges confronting hospitality and tourism organizations? 4 mks
- What is competitive advantage? 4 mks
- Suggest ways by which tourism and hospitality organizations could sustain competitive advantage? 5 mks
- What is corporate strategy, and why do large Hospitality and Tourism corporations need corporate strategy. 2 mks

Q3

- What are the reasons for forming Strategic alliances? 4 mks
- Discuss the benefits of franchising. 5 ½ mks
- Explain Strategy Formation, Formulation and Implementation. 3 mks
- List five potential barriers in development and implementation of strategies. 2 ½ mks

Q4

- Why is effective strategy implementation necessary? 5 mks
- How can Hospitality and Tourism companies manage strategies implementations resistance? 3mks
- Discuss the evaluation of Planning approach to strategy formation 3 mks
- Explain the terms; Content, Context, Process, and Outcome as it relates to hospitality and tourism organizations. 4 mks

Q5

- Discuss the successes of ICT adoption in the airline sector of the tourism industry. 3 mks
- Analyze the benefit ICT in the strategic management of airlines. 2 ½ mks
- Discuss the need for a mission statement for Hospitality and Tourism industry. 3 mks
- Briefly explain an organization's objectives. 3 mks

Q6

- Explain the importance of ICT in the tourism industry. 4 ½ mks

- b. Describe the term “Service Extraordinaire” and the customer service and strategy in Novotel. 3 ½ mks
- c. Explain the importance of Novotel’s marketing strategy. 4 ½ mks
- d. Discuss the Learning approach to strategy formation. **2 ½ mks**