



2021_1 EXAMINATION
NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF TOURISM STUDIES

COURSE TITLE: Strategic Management in Hospitality and Tourism

COURSE CODE: TSM 441

COURSE UNIT: 2

Time Allowed: 2:00 hrs

Instruction: *Answer any three (3) questions*

Question 1

- (1a). Strategic management process can be administered at three major levels. Name them. **6 marks**
- (1b). Explain briefly all the three level of administration mentioned in 1(a) above. **15.3 marks**
- (1c). What is the basis of a Good Strategy? **2 marks**

Question 2

- (2a). Outline five (5) characteristics of hospitality and tourism organization. **10 marks.**
- (2a). List ten (10) areas where strategic management can help tourism and hospitality organizations. **10 marks**
- (2c). “Strategy”, the key terms on strategic management entails? **3.3 marks**

Question 3

- (3a). List out four (4) sub-categories of *macro-environment* to be considered in tourism and hospitality? **4 marks.**
- (3b). As a stakeholder in Nigerian hospitality and tourism Industry. Describe six (6) environmental characteristics associated with the Tourism Industry. **18 marks**
- (3c). Who is a stakeholder? **1.3 marks**

Question 4

- (4a). List the organizational functions which influences organization’s ability to respond to external environmental changes **8 marks**
- (4b). Explain any three (3) of the functions listed in 5(a) above. **15.3 marks**