



FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF TOURISM STUDIES

Course Title: Hospitality and Tourism Management

Course Code: TSM 348

Course Unit: 2

Time Allowed: 2:00 Hours

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

Question One (1)

1. a). Explain the term caravan. 4 marks
- b). Discuss the two major aspects in which the Tourism Industry operates 8 marks
- c). Distinguish between sales and marketing 11 marks

Question Two (2)

2. a). Who was the pioneer of the Hospitality and Tourism Industry in 1876? 5 marks
- b). List some of his achievements 18 marks

Question Three (3)

3. a). Enumerate the contributions of Tourism Industry to some global events. 10 marks
- b). Explain Human resource and its complexity. 13 marks

Question Four (4)

4. a). Explain the origin of the word Restaurant 7 marks
- b). Explain the usefulness of map in the Tourism Industry 7 marks
- c). List the major landforms of the earth 9 marks

Question Five (5)

5. a). Identify the factors that are responsible for the growth of Tourism Industry 12.5 marks
- b). Explain the concept of Ticket 10 marks