



MURANG'A UNIVERSITY COLLEGE
(A constituent college of Jomo Kenyatta University of Agriculture and Technology)

FIRST SEMESTER 2014/2015 EXAMINATIONS FOR THE DEGREE IN TOURISM
MANAGEMENT SEPTEMBER- DECEMBER 2015

HTM 2110: INTRODUCTION TO HOSPITALITY AND TOURISM MANAGEMENT

TIME: 2 HOURS

INSTRUCTIONS

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

QUESTION ONE (COMPULSORY)

30 MARKS

- a. Define the following terms
 - i) Hospitality 2 marks
 - ii) Tourism 2 Marks
 - iii) Hotel 2 Marks
- b. Describe the following forms of tourism
 - i) Event and gastronomic tourism 2 Marks
 - ii) Cultural tourism 2 Marks
 - iii) Sport tourism 2 Marks
 - iv) Business tourism 2 marks
- c. Differentiate between the following
 - i) Timeshare hotels and contract managed hotel 2 Marks
 - ii) International tourism and domestic tourism 2 Marks
 - iii) Rack rate and corporate room rates 2 Marks
- d. Explain how the following historical eras contributed to the development of hospitality industry
 - i) Industrial revolution
 - ii) Renaissance and grand tour
 - iii) French revolution

6 Marks

- e. Describe Four reasons why it is important to measure tourists flow in a destination
4 Marks

QUESTION TWO

- a. Differentiate between the following
- i) Excursionist and a tourist 2 marks
 - ii) Serviced and non- serviced accommodation 2 marks
 - iii) pull motivating travel factors and push motivating travel factors 2 marks
- b. Discuss how macro environment influences hospitality operations 10 marks
- c. Explain Four characteristics of services offered in hospitality industry 4 marks

QUESTION THREE

- a. Explain Five factors that can influence patterns of tourist flows in a tourist destination
10 marks
- b. Outline Five tourist system components using Leiper tourist system Model
7 marks
- c. Explain Three functions of front office 3 Marks

QUESTION FOUR

- a. Distinguish between front of the house and back of the house 2 marks
- b. Discuss historical development of tourism under the following sub- headings
- i) Ancient time
 - ii) middle ages
 - iii) modern ages
- 6 Marks
- c. i) Explain Four positive economic impacts of hospitality and tourism industry
4 Marks
- ii Define organizational structure 2 Marks
- iii Draw an organizational chart of the food and beverage division in a small hotel
6 Marks

