



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF AGRICULTURAL SCIENCES
SECOND SEMESTER EXAMINATION
JANUARY/FEBRUARY, 2018**

Course Title: HOSPITALITY AND TOURISM MANAGEMENT

Course Unit: HCM 348

Course Units: 2 Credit Units

Time: 2¹/₂hours

Instruction: Answer question number one (compulsory) and any other three.

Question one (25marks)

The hospitality and tourism industry has gone through massive changes and development over centuries.

- (a) Discuss the changing travelling pattern and model of travel in the global events.
- (b) McIntosh and Goelder (1999). List five perspectives of sustenance of hospitality and travel industry over centuries. List the five perspectives.
- (c) History of restaurant in global events.
- (d) Demand for hospitality services.

Question Two (15marks)

- a. Discuss the sales, relevance and benefits of property and preservation management system in hospitality and tourism business concept.
- b. Briefly discuss the economic impact of tourism on the global economy.

Question Three (15marks)

Leadership goes back to many centuries, however, it has come unto prominence as the hospitality and tourism industry strive for perfection in a competitive environment.

- a. Explain the relevance of leadership in the management of Hospitality and Tourism

- b. List seven required attributes of leaders will need for successful operation.

Question Four

(15marks)

- a. What do you understand by the word 'Ticketing'? Explain the term and roles of tourism marketing system.
- c. Mention and discuss the duties of domestic and international regulatory organization in the world tourism management.
- d.

Question Five

(15marks)

- a. Discuss briefly the roles of travel agents and tour operators in tourism system
- b. A corporate travel manager is an entrepreneur working within the frame work of a large organization.
Discuss and state the roles of people, product, package, price and promotion in the system
- c. Explain competitive strategy, joint ventures, corporate strategy. Competitor advantage.

Question Six

(15marks)

Briefly discuss the following points;

- (a) International Air Transport Association (IATA).
- (b) Ticketing.
- (c) Computer Preservation System.