



2019_1 EXAMINATION
FACULTY OF SOCIAL SCIENCE
DEPARTMENT OF TOURISM STUDIES

COURSE TITLE: STRATEGIC MANAGEMENT IN HOSPITALITY AND TOURISM
COURSE CODE: **TSM 441**
COURSE UNIT: 2
TIME ALLOWED: 2HRS.

INSTRUCTION: Answer Question 1 and any other 2 Questions

Question 1a: Define strategic management? **(5Marks).**

Question 1b: Explain how the characteristics of hospitality and tourism may influence application of strategic management practices? **(25Marks).**

Question 2a: Enumerate areas where strategic management may help tourism and hospitality organisation? **(10Marks).**

Question 2b: Highlight different types of pressure encountered by hospitality and tourism organisation? **(10Marks).**

Question 3a: Explain the term, context, process and outcome as it relates to hospitality and tourism organisation? **(10Marks).**

Question 3b: What are the challenges confronting hospitality and tourism organisation? **(10 Marks)**

Question 4a: Discuss potential barrier and challenges in developing and implementing strategies in hospitality and tourism. **(10Marks)**

Question 4b: Discuss impact of different types of environment on hospitality and tourism industry? **(10Marks).**

Question 5a: Highlight the importance of both mission and stakeholders in hospitality and tourism management? **(10Marks).**

Question 5b: Discuss types of hospitality and tourism organisation? **(10Marks).**