



NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF TOURISM STUDIES
2024 1 EXAMINATION

Course Title: **Hospitality and Travel Management**
Course Code: **TSM 348**
Course Unit: **2**
Time Allowed: **2: 00hrs**

Instruction: Answer any three (3) questions, each question carry 23.3 marks

- 1a. Discuss various sectors comprised in the hospitality and tourism industry. – **14.3 MARKS**
- b. Explain the various market segments offered by cruise lines in the hospitality industry? - **9 MARKS**
- 2a. Expatriate meticulously the roles of sales and marketing in the hospitality and tourism sector. – **13.3 MARKS**
- b. Discuss the relevance of Geography as a field of study to the hospitality and travel industry. – **10 MARKS**
- 3a. Discuss the three (3) means of hotel classification in the hospitality industry. - **15 MARKS**
- b. Why is demand for hospitality services in the travel industry now paramount? – **8.3 MARKS**
- 4a. Justify the term 'marketing consortiums' in the hospitality and tourism industry content. - **10 MARKS**
- b. Travel pattern changes in the hospitality industry, what are the motivations involved in the processes? – **13.3 MARKS**