



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

Course Title: **Strategic Management in Hospitality and Tourism**
Course Code: **TSM 441**
Course Unit: **2**
Time Allowed: **2: 00hrs**

Instruction:

Attempt question number one (1) and any other two (2). Question 1 carries 30 marks, while any other carries 20 marks each. Present all your points in a coherent and orderly manner.

- (1) Hilton is a large and standard organization that stands out among competing organizations.
 - (a) Evaluate how the organization can sustain its competitiveness.
 - (b) Discuss travel, tourism and hospitality elements with an illustrative diagram.
 - (c) Enumerate and evaluate each school of thought on the process of strategy formation

- (2) (a) Discuss potential barriers and challenges in developing and implementing strategies.
(b) Explain the importance of ICT in the tourism industry

- (3) (a) Strategic management is vital in hospitality and tourism organizations. Discuss.
(b) Discuss the relationship between ICT and Strategic management

- (4) (a) Explain the Importance of Novotel's Marketing Strategies.
(b) Explain Content, Context, Process, and Outcome related to hospitality and tourism organizations.