



2020_2 EXAMINATION
DEPARTMENT OF TOURISM STUDIES
FACULTY OF SOCIAL SCIENCES

Course Title: Strategic Management in Hospitality and Tourism

Course Code: TSM 441

Course Unit: 2

Time Allowed: 2: 00hrs

Instruction: Answer any three (3) Questions (All questions carry equal marks of 23.3)

Question 1

- a. Briefly explain the term strategic management. **8 marks**
- b. Discuss the characteristics of hospitality and tourism organizations. **15.3 marks**

Question 2

- a. Mention eight (8) environmental characteristics of hospitality and tourism. **8 marks**
- b. Describe any five (5) environment characteristics of hospitality and tourism **15.3 marks**

Question 3

Carefully enumerate eleven (11) areas where strategic management helps tourism and hospitality organizations. **23.3 marks**

Question 4

- a. Mention any five (5) types of pressure that large hospitality and tourism organization face in highly dynamic and competitive markets. **8.0 marks**
- b. Briefly explain any five (5) organization strategies to respond to these pressures in (4a) above. **15.3 marks**

Question 5

- a. Identify any eleven (11) barriers and resistance to strategy implementation in hospitality and tourism management. **22.0 marks**
- b. Briefly explain the term strategy **1.3marks**