



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Humanities and Social Studies*

**DEPARTMENT OF HOSPITALITY & TOURISM**

**BACHELOR OF TECHNOLOGY IN HOSPITALITY & TOURISM  
MANAGEMENT (BTHMS13P)**

**BHH 4208: CONTEMPORARY ISSUES IN HOSPITALITY**

END OF SEMESTER EXAMINATIONS

**SERIES: SEPT. 2017**

**TIME: 2 HOURS**

## **INSTRUCTIONS:**

- This paper consists of **TWO** Sections **A** and **B**.
- Section **A** is Compulsory. Answer **ALL** questions.
- Answer any **TWO** questions in Section **B**.

### **SECTION A (Compulsory) 30 Marks**

1. Explain the socio-economic impact the hospitality and tourism industry has had on the local economy  
[14 marks]
2. All hospitality outlets strive to optimise their productivity by setting up food and beverage systems. However some forces may pose a threat to the effectiveness of these systems. Elaborate [14 marks]
3. To ensure high quality and palatable food is provided in a standard working environment, outline what most organisations are doing so as to meet the current needs of the customer [6 marks]

### **Section B 40 Marks**

4. Currently a variety of factors may impact on the customers' choice of products. Expound on this  
[20 marks]
5. Though most nations have embraced globalisation, negative impacts affecting the hospitality industry are also emerging. Evaluate these negative impacts [20 marks]
6. The hybrid cuisine (Fusion) has gained ground internationally and there are chances that will continue to grow in popularity. Elaborate on some of its advantages [20 marks]
7. Though most African nations do not support sex tourism due to its negative impact on the local social fabric, it is still growing in leaps and bounds. Elucidate on the factors that have contributed to its growth [20 marks]