



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT

UNIVERSITY EXAMINATION FOR THE DEGREE OF:

BACHELOR OF TECHNOLOGY IN HOTEL AND HOSPITALITY

MANAGEMENT (BTHM S14)

BHH 4208: CONTEMPORARY ISSUES IN HOSPITALITY AND TOURISM

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: Pick Date DECEMBER 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt **Choose** instruction.

Do not write on the question paper.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

a) Describe the challenges facing the hospitality and tourism industry in Kenya (20 Marks)

b) Explain the importance of social media in hospitality marketing (10marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

Managers in the hotel industry need to come up with strategies to reduce the fixed costs without compromising on the quality of service they offer. Discuss (20 Marks)

QUESTION THREE

Explain how a hotel may improve and maintain high business during the off-season period so as to maintain profits (20 Marks)

QUESTION FOUR

Customer Satisfaction is one of the most critical aspects in hospitality business and needs to be improved and exalted at all times. Giving relevant examples discuss the above statement. (20 Marks)

QUESTION FIVE

Growth in religious tourism is a contemporary theme. Explain how Kenya may benefit from the publicity and promotion of the same. (20 Marks)