



# MACHAKOS UNIVERSITY

University Examinations 2021/2022 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM

DEPARTMENT OF HOSPITALITY MANAGEMENT

FIRST YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT)

SHT 100: FUNDAMENTALS OF HOSPITALITY AND TOURISM MANAGEMENT

DATE: 27/1/2022

TIME: 8:30 – 10:30 AM

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**INSTRUCTIONS:** Answer Question **One (Compulsory)** and any other **Two** Questions.

- a) Using relevant examples describe **five** characteristics of the hospitality industry. (10 marks)
- b) Distinguish between franchising and contract management giving examples.(4 marks)
- c) Highlight **three** benefits of a franchisee and **three** disadvantages of a franchisor. (6 marks)
- d) Hotels may be classified according to location, price and type of services offered. Explain **five** classifications of hotels. (10 marks)

**SECTION B: ANSWER ANY TWO QUESTIONS. (40 MARKS)**

**QUESTION TWO (20 MARKS)**

- a) Tourism has been an important part of Kenya's recent history, resulting in the creation of vast national parks and game reserves. Review in details using examples the latest trends in tourism industry. (10 marks)
- b) Tourism has both negative and positive impacts. Giving examples to each answer elaborate on **five** negative impacts of tourism to the environment. (10 marks)

**QUESTION THREE (20 MARKS)**

- a) Using a clear diagram and placing the needs where they are supposed to be in the hierarchy discuss the **five** Maslow's hierarchy of needs theory. (15 marks)
- b) List **five** push/eternal factors of travel motivation. (5 marks)

**QUESTION FOUR (20 MARKS)**

- a) The hotel industry in Kenya has been developing throughout the years since the 1900's. Using relevant examples analyze **five** trends in hotel development. (10 marks)
- b) A product mix refers to a combination of products and services offered by the company. The hospitality marketing mix consists of **five** components. Discuss. (10 marks)

**QUESTION FIVE (20 MARKS)**

- a) With an aid of a diagram, discuss the hospitality and tourism product life cycle. (15 marks)
- b) Tourism experts agree that there are fundamental expectations and components that your destination must meet in order for visitors to recommend their experience to others and to return with friends or family. List **five** key components of a destination. (5 marks)