



**MURANG'A UNIVERSITY COLLEGE**

**(A constituent college of Jomo Kenyatta University of Agriculture and Technology)**

FIRST SEMESTER 2014/2015

HTM 2110: INTRODUCTION TO HOSPITALITY AND TOURISM MANAGEMENT

DATE: 10-12-2015

TIME: 8.30-10.30Am

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**INSTRUCTIONS**

**ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (COMPULSORY):30 MARKS**

- a. Define the following terms
  - i) Hospitality 2 marks
  - ii) Tourism 2 Marks
  - iii) Hotel 2 Marks
- b. Describe the following forms of tourism
  - i) Event and gastronomic tourism 2 Marks
  - ii) Cultural tourism 2 Marks
  - iii) Sport tourism 2 Marks
  - iv) Business tourism 2 marks
- c. Differentiate between the following
  - i) Timeshare hotels and contract managed hotel 2 Marks
  - ii) International tourism and domestic tourism 2 Marks
  - iii) Rack rate and corporate room rates 2 Marks
- d. Explain how the following historical eras contributed to the development of hospitality industry
  - i) Industrial revolution
  - ii) Renaissance and grand tour
  - iii) French revolution

6 Marks
- e. Describe Four reasons why it is important to measure tourists flow in a destination  

4 Marks

## QUESTION TWO

- a. Differentiate between the following
  - i) Excursionist and a tourist 2 marks
  - ii) Serviced and non- serviced accommodation 2 marks
  - iii) pull motivating travel factors and push motivating travel factors 2 marks
- b. Discuss how macro environment influences hospitality operations 10 marks
- c. Explain Four characteristics of services offered in hospitality industry 4 marks

## QUESTION THREE

- a. Explain Five factors that can influence patterns of tourist flows in a tourist destination 10 marks
- b. Outline Five tourist system components using Leiper tourist system Model 7 marks
- c. Explain Three functions of front office 3 Marks

## QUESTION FOUR

- a. Distinguish between front of the house and back of the house 2 marks
- b. Discuss historical development of tourism under the following sub- headings
  - i) Ancient time
  - ii) middle ages
  - iii) modern ages6 Marks
- c. i) Explain Four positive economic impacts of hospitality and tourism industry 4 Marks
- ii Define organizational structure 2 Marks
- iii Draw an organizational chart of the food and beverage division in a small hotel 6 Marks