



UNIVERSITY EXAMINATIONS
FIRST YEAR EXAMINATION FOR THE AWARD OF
THE DIPLOMA IN HOTEL AND HOSPITALITY MANAGEMENT
FIRST SEMESTER 2023/2024
[AUGUST-DECEMBER, 2023]

DHHM 0110: INTRODUCTION TO HOSPITALITY AND TOURISM
MANAGEMENT

STREAM: Y1 S1

TIME: 2 HOURS

DAY: TUESDAY, 3.00 – 5.00 P.M.

DATE: 28/11/2023

INSTRUCTIONS

1. Do not write anything on this question paper.

2. Answer Questions ONE and any other THREE Questions

QUESTION ONE

- a) Explain six positive impacts of tourism (6 marks)
- b) Explain six most important hotel services (6 marks)
- c) Explain Five factors that influence customers choice of restaurant (5marks)
- d) Write short notes on the history of lodging industry (4 marks)
- e) Explain four constraints in hotel industry (4 marks)

QUESTION TWO

The tourism realm is vast comprising of numerous types. Discuss (15 marks)

QUESTON THREE

Discuss types of hotels and restaurants in hospitality and management industry (15 marks)

QUESTION FOUR

Green practices are actions that hotels take to minimize their negative effects on the environment. Discuss (15 marks)

QUESTION FIVE

- i. Discuss five different sectors of the hospitality industry (10 marks)
- ii. Discuss why tourism market is important (5 marks)