



KISII UNIVERSITY
UNIVERSITY EXAMINATIONS

FIRST YEAR EXAMINATION FOR THE AWARD OF THE
DEGREE OF MASTER OF TOURISM AND HOSPITALITY MANAGEMENT
SECOND SEMESTER 2023/2024
[JANUARY - APRIL, 2024]

MTHM 719: MANAGEMENT STRATEGY IN A GLOBAL TOURISM AND
HOSPITALITY BUSINESS ENVIRONMENT

STREAM: Y1 S2

TIME: 3 HOURS

DAY: TUESDAY, 9.00 – 12.00 P.M.

DATE: 28/05/2024

INSTRUCTIONS

- 1. Do not write anything on this question paper.***
- 2. Answer Questions ONE and any other THREE Question.***

QUESTION ONE

Explain the key environmental influences which tourism and travel providers considers for travel and tourism industry. (15 Marks)

QUESTION TWO

- a) 'Marketing research in tourism is the systematic gathering, recording and analyzing of data about problems related to the marketing of tourism services'. In view of this statement, explain the five most common types of tourism marketing research activities. (10 Marks)
- b) Explain precisely the ideal tour operator system. (5 Marks)

QUESTION THREE

- a) Explain the various factors involved in the design of service operations in the tourism and hospitality industry. (8 Marks)

- b)** Examine the various strategies that constitute the major market strategies that a tourist venture/company may pursue to remain valid in the market. (7 Marks)

QUESTION FOUR

- a)** Elaborate on the relationship between tourist attitudes and travel decision making process, using appropriate illustrations. (8 Marks)
- b)** Discuss the major influences on individual travel behavior, citing examples from tourism and hospitality industry in each case. (7Marks)

QUESTION FIVE

- a)** Discuss the main tourism pricing methods employed globally and show its implications to tourism businesses. (8 Marks)
- b)** 'The significance of branding in tourism can be explained by five factors', explain. (7 Marks)