



OFFICE OF THE DEPUTY PRINCIPAL

ACADEMICS, STUDENT AFFAIRS AND RESEARCH

UNIVERSITY EXAMINATIONS

2019/2020 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER REGULAR EXAMINATION

FOR THE DEGREE IN HOTEL AND HOSPITALITY

MANAGEMENT

COURSE CODE: STH 212

COURSE TITLE: SOCIAL ISSUES IN THE SERVICE INDUSTRY

DATE: TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- SEE INSIDE THIS PAPER CONSISTS OF 2 PRINTED PAGES PLEASE TURN OVER

INSTRUCTIONS TO CANDIDATES

- i) Answer question **ONE** and any other **TWO** questions
- ii) Do not write on the question paper

Question One (30 marks)

The field of tourism and hospitality is a fast changing one. Because tourism is not a single discipline but is connected to many other aspects of life it is constantly changing;

- a) State any TEN disciplines that are connected to tourism and hospitality. (5 Marks)
- b) In reference to Ebola outbreak in Uganda and Congo during the year 2017, highlight the probable resultant effect of the disease to the East and Central African Countries tourism sector. (5 Marks)
- c) Define the term sustainable tourism;
 - i. In accordance to the World Commission on Environment and Development (1987). (2 Marks)
 - ii. In accordance to the UNWTO.(3 Marks)
- d) Briefly explain the THREE pillars of sustainable development in the hospitality and tourism industry. (6 marks)
- e) Highlight the contributions of tourism and hospitality to Kenya's sustainable development. (4 Marks)
- f) Highlight any FIVE major challenges facing hospitality and tourism industry during this 21st century worldwide. (5 Marks)

Question Two (20 MARKS)

- a. Globalization has affected the hospitality and tourism industry operations greatly. Discuss how globalization is felt within this industry globally. (10 Marks)
- b. Tourism development has been once considered a tool to help poor countries. Tourism enables the countries to earn foreign exchange income, create jobs and achieve economic growth. However, a critical evaluation of the development of tourism in some developing countries reveals that it is not all happy stories. The countries can be exploited by multinational companies of developed countries, and the benefits of tourism can be limited. Discuss. (10 Marks)

Question Three (20 MARKS)