

BHM 420



... *Bastion of Knowledge...* ...

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# UNIVERSITY EXAMINATIONS

## 2021 / 2022 ACADEMIC YEAR

FOURTH YEAR SECOND SEMESTER REGULAR EXAMINATION

**FOR THE DEGREE OF BACHELOR OF HOTEL  
AND HOSPITALITY MANAGEMENT**

**COURSE CODE: BHM 420**

**COURSE TITLE: SUSTAINABILITY IN HOSPITALITY**

**DATE: 2<sup>ND</sup> JUNE, 2022**

**TIME: 9.00AM – 12.00 NOON**

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### INSTRUCTION TO CANDIDATES

➤ SEE INSIDE

THIS PAPER CONSISTS OF 4 PRINTED PAGES

PLEASE TURN OVER

REGULAR - MAIN EXAM  
BHM 420: SUSTAINABILITY IN HOSPITALITY

STREAM BHH

DURATION: 3 HOURS

INSTRUCTIONS TO CANDIDATES

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

SECTION A: COMPULSORY

[30 marks]

**Question one**

“...On the sustainability front, the global hotel industry has largely taken an evolutionary approach: measured technological, organization and social innovations and gradual improvement of products, processes and strategies to deal with environmental, social and economic challenges. Data on industry emissions suggest that this approach has been largely insufficient in light of required de-carbonization. However, a turning point has been reached with a growing number of prominent hospitality players demonstrating commitments, ramping up efforts and fostering greater collaboration across the supply and value chain with climate neutrality as the overriding goal. This is equally about safeguarding the license to operate as it is about seizing product and market opportunities. Beyond net zero, there are calls for the hospitality sector to harness its 'regenerative' potential by supporting communities and restoring ecosystems where it operates - whether that is in remote places or urban centers. We may be experiencing more transformational changes in the way we understand, conduct, manage and market hospitality but the path is filled with roadblocks and obstacles.....” *According to Willy Legrand Professor of Hospitality Management at the IU International University of Applied Sciences, Germany Published on 26 January 2022 .....*”

- a) State and explain **five** sustainability goals that shape the outlook of hospitality industry.  
[10 marks]
- b) Briefly evaluate **five** factors that drive the sustainability agenda of hospitality industry  
[10 marks]
- c) Identify and explain **five** predominant roadblocks ahead to succeed in sustainability transformation of hospitality industry  
[10 marks]

**QUESTION TWO**

**(20 marks)**

As an expert of hospitality management; you find out how the hospitality industry is violating the principles of sustainability by dumping their solid wastes to a nearby free land. You decide to develop a research proposal to mitigate this challenge;

- a) Evaluate what you would include in the following sections of your research proposal;
  - i. State the main objective of your proposal **[2 Marks]**
  - ii. State three specific objectives of the research proposal **[3 Marks]**
  - iii. Identify your target population and briefly explain how you arrive at the sample size **[4 Marks]**
  - iv. Propose the research design to be used and give a reason for your choice **[4 Marks]**
  - v. Highlight Methods and tools you would use for data collection **[4 Marks]**
  - vi. Briefly explain 3 major ethical considerations before engaging in such a study **[3 Marks]**

**QUESTION THREE**

**(20 marks)**

Agenda 21 (turning 30 this year) was designed– to create a global sustainable standard that we could rally behind but that could be delivered on a local level, bringing benefits to local communities;

- (a) Evaluate **Five** the sweet spot between standardized frameworks for sustainable hospitality and individualized, local sustainability action plans? **[10 marks]**
- (b) Examine five major challenges affecting implementation of Agenda 21 in developing countries **[10 marks]**

**QUESTION FOUR**

**(20 marks)**

- (a) Identify and explain any five areas of Corporate Social Responsibility in hospitality industry **[10 marks]**
- (b) Outline ten measures taken by the hospitality industry to ensure a sustainable environment **[10 marks]**

**QUESTION FIVE**

**(20 marks)**

(a) Evaluate any **five** challenges facing sustainability hospitality enterprises in developing countries **[10 Marks]**

(b) Examine any **five** conflicting needs of different stakeholders in hospitality industry **[10 Marks]**

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