



OFFICE OF THE DEPUTY PRINCIPAL

ACADEMICS, RESEARCH AND STUDENTS' AFFAIRS

UNIVERSITY EXAMINATIONS

2020 /2021 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: 15TH JULY, 2021

TIME: 8:00AM – 11:00AM

INSTRUCTION TO CANDIDATES

➤ SEE INSIDE

THIS PAPER CONSISTS OF 4 PRINTED PAGES

PLEASE TURN OVER

REGULAR - MAIN EXAM

BHM 420: SUSTAINABILITY IN HOSPITALITY

STREAM BHM

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

“...The hospitality sector presents a variety of environmental aspects that, depending on the activity, may have a significant impact on the environment. Its users are consuming resources such as energy and water on a daily basis and generating a great deal of solid waste and effluents. The hotel industry, banking sector and hospitals are examples of some of the sectors that provide us with more information on this issue. Environmental impacts is a study of all the factors which a land development or construction project would have on the environment in the area, including population, traffic, schools, fire protection, endangered species, archaeological artefacts and community beauty. In another way possible adverse effect caused by a development, industrial, or infrastructural project or by the release of a substance in the environment. This also increases the need of sustainability development. It is a development that meets present needs without endangering the ability of future generations to meet their own needs. Sustainable development is contrasted with other modes of development that lead to social and ecological damage, at both the local and global levels (Harris et al 2002). According to Jan Peter Bergkvist, Director of Environmental Sustainability, Scandic xix.....”

- a) Examine five areas of environmental conflicts which are issues of concern while pursuing development of hospitality industry. **[10 marks]**
- b) Highlight five positive and five negative environmental impacts of hospitality industry **[10 marks]**

- c) “Sustainable development is contrasted with other modes of development that lead to social and ecological damage, at both the local and global levels” justify the statement
[10 marks]

QUESTION TWO

- a) List **five** responsibilities of multi-national hotels hotel to the community [5 marks]
b) Using examples, examine ways in which chain hotels can advance the responsibility of collectively reducing plastics, managing food waste and other conservation initiatives
[15 marks]

QUESTION THREE

“More hotels and other companies are reporting their sustainability activities and demonstrating their commitment to the SDGs, says the UN SDG Progress Report 2020. “Since 2017, the overall quality of sustainability reports has improved around the world. The share of reporting in the environmental, social, and institutional and governance dimensions that is aligned with the minimum requirements outlined in SDG indicator 12.6.1 (the number of businesses publishing sustainability reports) has almost doubled.”

- a) Briefly explain how environmental, social, and institutional and governance dimensions have enhanced sustainability in hospitality industry. [15marks]
b) Highlight five things the world economic forum and its partners doing to create better hotels and hospitality businesses? [5marks]

QUESTION FOUR

As a student of hotel and hospitality management; you spot or read about how the hotel industry in your home county is violating the principles of sustainability. You feel you have a role to play towards mitigating this problem by developing a proposal to further delve in to the issue.

- a) Evaluate what you would include in the following sections while developing a study proposal;
- i. The purpose of the study [2 Marks]
 - ii. Specific objectives of the study [3 Marks]
 - iii. Propose the study design to use and a give a reason [2 Marks]
 - iv. Target population and sample size [3 Marks]

v. Data collection tool and methods

[5 Marks]

b) Briefly explain five major ethical and logistical considerations before engaging in such a study

[5 Marks]

QUESTION FIVE

Using relevant examples, Identify and explain five major challenges facing sustainability of hotel and hospitality industry in Kenya.

[20 Marks]
