

STH 212



OFFICE OF THE DEPUTY PRINCIPAL

ACADEMICS, STUDENT AFFAIRS AND RESEARCH

UNIVERSITY EXAMINATIONS

2020/2021 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER MAIN/REGULAR EXAMINATION

FOR THE DEGREE IN HOTEL AND HOSPITALITY

MANAGEMENT

COURSE CODE: STH 212

COURSE TITLE: SOCIAL ISSUES IN THE SERVICE INDUSTRY

DATE: 9/3/2021

TIME: 9am-12Noon

INSTRUCTIONS TO CANDIDATES

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

MAIN/REGULAR EXAM

STH 212: SOCIAL ISSUES IN THE SERVICE INDUSTRY

STREAM: SBE (HOSP)

DURATION: 3HOURS

INSTRUCTIONS TO CANDIDATES

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

Question One

- a) Define the following terms (10marks)
 - i. -Sociology,
 - ii. -Gender,
 - iii. -Sexuality,
 - iv. -Culture,
 - v. -society
- b) Sociologists break the study of society down into four separate levels of analysis: micro, meso, macro, and global. The basic distinctions, however, are between micro-level sociology, macro-level sociology and global-level sociology. Briefly discuss each level and indicate the difference between them. (10marks)
- c) Discuss the characteristics of Hospitality industry as a service industry. (10marks)

Question Two

- i) Discuss the tenets of positivism theory as used by sociologists (10marks)
- ii) Explain the role of women in the tourism and hospitality industry. (10marks)

Question Three

- i) Discuss the role the government plays in curbing child abuse and trafficking by tourists along the Kenyan coast. (10marks)
- ii) Outline and elaborate on the side effects that the COVID 19 pandemic has caused on the tourism industry. (5marks)
- ii) Briefly state how these effects have been dealt with. (5marks)

Question Four

- i) Security is a very important aspect for any country. As a tourism officer based at the coast, advice the government on the measures they can take to curb and control terrorist attacks in the country and especially along the coastal region. (10marks)

ii) Coral Reefs at the coast play an important part as a tourist attraction and also for ecological benefits. Discuss some of the measures that can be taken to protect such ecological regions.

(10marks)

Question Five

Many studies have shown that Drug abuse is becoming rampant among the youth.

- i. Discuss the side effects that drugs have on the youth. (10marks)
- ii. Explain some of the point that can be effected to help curb the abuse of drugs among the youth in Kenya. (10marks)
