

STH 212



OFFICE OF THE DEPUTY PRINCIPAL

ACADEMICS, RESEARCH AND STUDENTS' AFFAIRS

UNIVERSITY EXAMINATIONS

2018 /2019 ACADEMIC YEAR

SECOND YEAR FIRST SEMESTER REGULAR EXAMINATION

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

COURSE CODE: STH 212

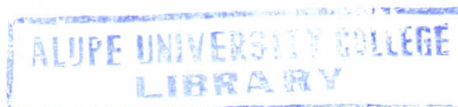
**COURSE TITLE: SOCIAL ISSUES IN THE SERVICE
INDUSTRY**

DATE:18/12/2018

TIME: 9.00-12.00PM

INSTRUCTION TO CANDIDATES

- SEE INSIDE



THIS PAPER CONSISTS OF 3 PRINTED PAGES

PLEASE TURN OVER

STH 212: SOCIAL ISSUES IN THE SERVICE INDUSTRY

STREAM: BHHM

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) Highlight the pillars of sustainable development. (6 Marks)
- b) Briefly explain two factors considered the causes of cultural homogenization through tourism. (6 Marks)
- c) State and briefly explain the benefits of fair trade to tourism enterprises. (6 Marks)
- d) Highlight the benefits for the food and beverage sector in purchasing local food. (6 Marks)
- e) Briefly discuss how tourism is:
 - i. Climate change vector,
 - ii. Climate change victim. (6 marks)

Question Two

- a) Discuss any ten aims of sustainable tourism. (10 Marks)
- b) Enumerate any five ways through which globalization is felt in the tourism context. (10 Marks)

Question Three

- a) Customers of tourism and hospitality can be distinguished based on a number of characteristics. State and briefly explain any five of these characteristics. (10 Marks)
- b) Discuss the impact of HIV and AIDS on the hospitality industry. (10 Marks)

Question Four

- a) Discuss the impacts of the 2013 Westgate mall attack in Nairobi in relation to the hospitality and tourism industry. (10 Marks)
- b) In view of the various hotel operations activities, describe the activities of the operation as well as the main environmental impacts. (10 Marks)

Question Five

- a) Countries can be exploited by multinational companies of developed countries, and the benefits of tourism can be limited. These can be explained by several factors, discuss. (20 Marks)

