

JARAMOGI ODINGA OGINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF
INTERNATIONAL TOURISM MANAGEMENT
YEAR 3 SEMESTER 2 2017/2018 ACADEMIC YEAR
MAIN CAMPUS

COURSE CODE: BBM 3321

COURSE TITLE: HUMAN RESOURCE MANAGEMENT IN TOURISM

TIME: 2 HOURS

INSTRUCTIONS:

1. Answer question one (1) (Compulsory) and any other 2 questions
2. Candidates are advised not to write on the question paper.
3. Candidates must hand in their answer booklets to the invigilator while in the exam room.

Question 1

- i. The challenge faced in HRM in Tourism is how to recruit, deploy, develop, reward and motivate staff, leading them to being a source of competitive advantage. Explain any 5 points to consider in the management of employee performance in the tourism and hospitality industry. (10 marks)
- ii. Tourism is a highly competitive industry, especially in regard to the standard of services. Highlight the education programs that have emerged in response to the needs for Human Resource Development in a challenging environment. (7 marks)
- iii. Assume that you are a Tourist Agent processing holiday packages, what activities are you likely to process? (8 marks)
- iv. As a manager of a leading Tourism Firm, how would you handle a Tourist Client who is disgruntled by poor services offered by one of your staff? (5 marks)

Question 2

- i. The HRM strategy to a positive practical management of Tourism Industry is in maintaining a competitive advantage. Discuss the six guidelines for Tourism employee management. (12 marks)
- ii. Discuss the following terminologies as used in the Tourism Industry.
 - a) Itinerary (2 marks)
 - b) Transit Visa (2 marks)
 - c) Custom Duty (2 marks)
 - d) Seasonality (2 marks)

Question 3

- i. Organizational behavior is the study of factors that affect how individuals and groups act in an organization. Discuss its principles issues. (8 marks)
- ii. Discuss any 6 characteristics of Management. (12 marks)

Question 4

- i. Effective leadership is paramount for Tourism and Hospitality Organizations. Discuss the positive traits an effective leader should possess. (8 marks)
- ii. Explain Lewins 3 Participatory Leadership styles. (12 marks)

Question 5

- i. Data analysis and control in Tourism emphasizes on the data protection principles. Discuss (16 marks)
- ii. Excellent service delivery in Tourism industry will attract foreign tourists to a Country. Elaborate. (4 marks)