



NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16, AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF MANAGEMENT SCIENCES
JUNE, 2013 EXAMINATIONS

Course Code: TSM 348.

Credit Unit: 2.

Course Title: Hospitality and Tourism Management

Time Allowed: 2 Hours.

Instructions: 1. Attempt Question 1 and any other three (2) Questions.
2. Question 1 is compulsory and carries 30 marks while the other 2 Questions carry 20 marks each.

Question 1

Discuss the human resources management and development process of the hospitality and travel industry.

Question 2

Tourism activities and safety of tourists and the environment are being administered by different international organizations. Discuss this statement pointing out such international organisations and their respective roles.

Question 3

"Travel being the third determining factor that influence and sustain the hospitality and travel industry drives its historical development from five perspectives." Discuss the statement in relation to such perspectives.

Question 4

Write short notes on the following terms.

- a) Computer reservation system
- b) Corporate Travel Manager
- c) Psychocentrics travelers
- d) Allocentrics travelers
- e) Destination sites

Question 5

- a) Mention and explain the various categories of hotels on the basis of their location.
- b) What are the benefits of franchising to the franchisee in tourism business?