



NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF MANAGEMENT SCIENCES
JANUARY/FEBRUARY 2013 EXAMINATION

COURSE CODE: T S M 348

CREDIT UNITS: 2

COURSE TITLE: HOSPITALITY AND TOURISM MANAGEMENT

TIME

ALLOWED: 2 HOURS

Instructions: 1. Attempt question number one (1) and any other two (2).

2. Question number 1 is compulsory and carries 30 marks while the other 2 questions carry 20 marks each.

3. Present all your points in coherent and orderly manner

1. The development of the hospitality and tourism industry has immensely contributed to some global events.

(a) Briefly discuss the above statement dating back to ancient Persia.

(b) History of restaurant in global events.

(c) Demand for hospitality services.

(d) The changing traveling pattern and modes of travel on the hospitality industry. **(30marks)**

(2) Sales, advertisement, marketing and the administration of the hospitality and tourism organization is very crucial.

(a) Expatriate on the above with illustrative diagram of human resources management and development process.

(b) Briefly discuss the economic impacts of tourism on the global economy. **(20 marks)**

(3a) what do you understand by the word `Ticketing`? Explain the term and roles of tourism marketing system

(b) Mention and discuss the duties of domestic and international regulatory organization in the world tourism management. **(20 marks)**

(4a) Explain briefly the roles of travel agents and tour operators in tourism system.

(b) A Corporate travel manager is an entrepreneur working within the frame work of a large organization. Discuss. Also state the roles of people , product, package, price and promotion in the system **(20 marks)**

(5) Leadership goes back to many centuries, however, it has come unto prominence as the hospitality and tourism industry strive for perfection in a competitive environment.

(a) Explain the term leadership and

(b) Attributes of leaders.

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