



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2007/2008
INSTITUTE OF OPEN LEARNING
SPECIAL EXAMINATION FOR THE DEGREE OF
MASTER OF SCIENCE IN TOURISM MANAGEMENT

HIM 504: ADVANCED HOSPITALITY MARKETING

DATE: Friday 11th January 2008

TIME: 9.00 – 12.00 noon

INSTRUCTIONS

Attempt THREE questions (60%)

1. Evaluate the role of social responsibility in hospitality and tourism marketing.
[20 marks]
2. Explain the roles, challenges and solutions to barriers in Kenya government towards the marketing of hospitality and tourism.
[20 marks]
3. Describe the application of Information Technology in hospitality and tourism marketing.
[20 marks]
4. With a diagrammatic representation describe the market segmentation in allocentric and psychocentric travelers.
[20 marks]

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