



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM)

HTM 410: PUBLIC RELATIONS IN HOSPITALITY AND TOURISM

DATE: Wednesday 4th April, 2012

TIME: 8.00 - 10.00 a.m.

INSTRUCTIONS

Question ONE (1) is Compulsory. Attempt any other TWO Questions.

- Q.1) A tourist from an influential British family goes missing during a safari organized by your company. Media reports start to surface about the case with the name of your firm featuring prominently. As the Public Relations Officer in this leading tour firm, discuss your course of action clearly indicating the strategy, target audience, objectives, tools and the media to be utilized. (30 marks)
- Q.2) Before choosing among the various tools marketers should begin by identifying their targeted audiences and key messages they wish to send. These should align with the messages and audiences identified for the product being promoted or corporate goals for non-specific product promotions, such as corporate image promotions. Describe any FIVE publics for a tourism organization and profile their specific interests. (20 marks)
- Q.3) Tourism operators may utilize public relations in order to evaluate the market demand, 'create additional sales opportunities in the competitive market', and to 'reinforce quality of a product against adverse publicity'. Identify and describe any FIVE public relations

tools that travel and tourism practitioners may use, clearly indicating when these can be used. (20 marks)

Q.4) The objectives of public relations in the field of tourism are two-fold first, the dissemination information and secondly, the creation of a favorable image for the tourist product. Explain any FIVE key media through which PR in a tourism organization can be achieved . (20 marks)

Q.5) Public relations management has helped organizations to cope with changes in both the external and internal environments, necessary to keep organizations on productivity track and remain effective in the achievement of the long terms goals.

(a) Highlight any of ten of such changes in the external environment of a firm in the hospitality industry. (5 marks)

(b) Why do organization's members, including managers resist change, even if changes are beneficial to the organization? (5 marks)

(c) Explain how an organization's management should effect changes in such a way that resistance to change is likely to be minimal. (10 marks)

=====