CHUKA   **UNIVERSITY**

UNIVERSITY EXAMINATIONS

FIRST YEAR EXAMINATION FOR THE AWARD OF DOCTOR OF PHILOSOPHY IN HOSPITALITY

PHOM 921: TRENDS AND CONSUMER DYNAMICS IN HOSPITALITY INDUSTRY

STREAM (PHOM Y1B1)   **TIME: 3 HOURS**

DAY/DATE: WEDNESDAY 07/04/2021   **2.30 P.M. – 5.30 P.M.**

INSTRUCTIONS:

SECTION A: ANSWER ALL QUESTIONS (20 marks)

1. The growth of hospitality demand is attributed to dynamics in markets characteristics. Differentiate between the traditionalist, baby boomers and the millennial guests in regards to their consumption characteristics   (6 marks)

2. Hotel and restaurant owners ascribe to guests' specifications when designing new services offers. While hotels rely on these guests' preferences they have failed to fully share their product knowledge with the guests. Consequently hotels have been viewed as consumers of product information but not suppliers of information. Describe the main barriers to guests' product knowledge and involvement in hospitality businesses   (5 marks)

3. Briefly explain the methods of influencing consumer choices in hospitality businesses

                                                                                   (4 marks)

4. Briefly outline the classification of guests based on behaviour at the destination   (5 marks)

SECTION B: CHOOSE ANY TWO QUESTIONS IN THIS SECTION (40 marks)

5. a. Explain at 5 general motivational theories for hospitality business consumption

(10

marks)

b. Critique the Westvlaams (1986) typology of holiday makers   (10 marks)

6   Discuss at least 4 methods of measuring guests' satisfaction   (20 marks)

7   a. Critique the utility of the Cognitive- Affective Model (Bosque & Martin 2008) in

measuring guests satisfaction   (10 marks)

b. Discuss 4 methods of forecasting the future levels of accommodation demand in Kenya

(10 marks)