
CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

SECOND YEAR EXAMINATION FOR THE AWARD OF DIPLOMA IN
HOSPITALITY AND TOURISM MANAGEMENT

DTHM 0252: TOURISM INTERNAL AND EXTERNAL ENVIRONMENT

STREAMS: DIP DTHM Y2S2

TIME: 2 HOURS

DAY/DATE: THURSDAY 8/08/2019

8.30 A.M - 10.30 A.M.

INSTRUCTIONS:

- Answer ALL Questions in Section A and any TWO in Section B
- Do not write anything on the Question paper

SECTION A: [30 MARKS]

1. Briefly explain five reasons why a tourism establishment should conduct a business environment analysis. [5 Marks]
2. Briefly explain four areas which a Tourism Organization should focus its objectives on. [4 Marks]
3. Briefly explain five basic strategies that managers use to cope with political/legal challenges in the tourism industry. [5 Marks]
4. Briefly explain the three levels of management in a tourism organization. [6 Marks]
5. Highlight five reasons why it is important for a tourism organization to have a company mission. [5 Marks]
6. Briefly explain five grand strategies a tourism organization can adopt to survive in a competitive market. [5 Marks]

SECTION B: [40 MARKS]

7. (a) The state of competition in an industry depends on five basic forces. Discuss this statement with reference to porters model. [12 Marks]

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(b) Discuss how tourism organization directly deals with the external actors in the operating environment in decision making. [8 Marks]

8. (a) With an aid of a diagram, discuss the generic strategies model. [12 Marks]

(b) Discuss the general elements in the external environment that can potentially influence strategic decisions in a tourism organization. [8 Marks]

9. (a) With an aid of a diagram discuss the product life cycle model. [12 Marks]

(b) Discuss ways through which tourism practitioners can minimize environmental impact in the society. [8 Marks]

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