

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF HOTEL MANAGEMENT

BECO 251: THE HOSPITALITY BUSINESS AND THE ENVIRONMENT

STREAMS: BECO (Y3S2)

TIME: 2 HOURS

DAY/DATE: MONDAY 06/04/2020

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- Answer ALL questions in section A and any other TWO in section B
- Do not write anything on the question paper

SECTION A (30 MARKS)

1. Explain the meaning of the term sustainable hospitality operations [4 marks]
2. Briefly explain three strategies for measuring demand for hospitality products [3 marks]
3. Explain any three types of hospitality businesses and the implication of each of them to the environment [6 marks]
4. Explain the concept of carrying capacity in relation to hotel industry [3 marks]
5. Explain factors that affect demand for hospitality product in Kenya [5 marks]
6. Briefly explain five characteristics of hospitality products [5 marks]
7. Highlight two impacts of hospitality business to the physical environment [2 marks]
8. Highlight ways through which hotels can deal with plastic waste [2 marks]

SECTION B (40 MARKS)

9. Discuss the relationship between the hospitality industry and the environment using the system approach [20 marks]
10. Discuss various strategies that could be adopted by investors in the hospitality industry to control environmental pollution in Kenya [20 marks]
11. Discuss in detail five main ecological changes attributed to hospitality business and suggest appropriate adaptation measures to each of them. [20 marks]