

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF TOURISM
MANAGEMENT**

BTOM 471: CRISIS MANAGEMENT IN TRAVEL AND TOURISM

STREAMS: (BTOM Y4S1)

TIME:2 HOURS

DAY/DATE: TUESDAY 17/12/2024

2.30 P.M. –4.30 P.M.

INSTRUCTIONS TO CANDIDATES:

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

SECTION A (30 MARKS)

1. Explain five key skills required to handle a crisis situation within a tourism organization (5marks)
2. Briefly describe the crisis management process (5marks)
3. Briefly discuss five reasons why crisis may occur in a tourism organization (5marks)
4. Explain five purposes of a crisis management plan (5marks)
5. Discuss the 5Ps of crisis management in a tourism firm (5marks)
6. Explain five reasons for the case of incident management in tour firms (5marks)

SECTION B (40 MARKS)

- 7a) Discuss five major features of crisis that occur in tourism organizations (10marks)
- b) Explain five key stakeholders who are crucial in dealing with crises situation (10marks)
- 8a) Discuss five factors that augment the vulnerability of a crisis (10marks)
- b) Discuss five hazards and disasters that have taken place in different places around the world (10marks)

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9a) Explain five typologies of disasters giving the key characteristics of each (10marks)

b) Elaborate on five theories of disaster management (10marks)
