



ELIZADE UNIVERSITY
ILARA-MOKIN, ONDO STATE, NIGERIA

FACULTY: SOCIAL AND MANAGEMENT SCIENCES
DEPARTMENT: HOTEL MANAGEMENT AND TOURISM
SECOND SEMESTER EXAMINATIONS
2018/2019 ACADEMIC SESSION
COURSE CODE: HTM 206
COURSE TITLE: STRATEGIC MANAGEMENT IN TOURISM AND
HOSPITALITY
DURATION: 2 Hours



HOD'S SIGNATURE

INSTRUCTION: Answer question **number one** and any other two

- 1(a) Explain the origins of strategy and strategic management
 - (b) Why are there different schools of thought on strategic management? Mention five of such schools and explain their premises on strategic management
 - (c) Define strategic management vision, mission, goals, objectives and tactics. Explain why it is important for hospitality and tourism companies to have them
- 2(a) Define the Hospitality and Tourism Industry
 - (b) What are the main characteristics of hospitality and tourism
 - (c) In what situation can strategic management help Hospitality and Tourism Organization
- 3 (a) What is the Task Environment and how does it influence the firm
 - (b) How can porter's five forces be used to analyse the external environment and how often
- 4 (a) what are the reasons for forming strategic alliances
 - (b) Discuss the benefits of franchising
 - (c) Discuss management contract, joint venture and their benefit in forming partnership
- 5(a) Why is effective strategy implementation necessary
 - (b) What are the barriers to strategy formation and implementation?
 - (c) How can Hospitality and Tourism companies manage strategic implementation resistance?