



MANICALAND STATE UNIVERSITY OF APPLIED SCIENCES

FACULTY OF AGRIBUSINESS AND APPLIED SOCIAL SCIENCES

DEPARTMENT: TOURISM, HOSPITALITY AND LEISURE SCIENCES

MODULE: INTERNATIONAL HOSPITALITY MANAGEMENT

CODE: THMA412

SESSIONAL EXAMINATION
APRIL 2024

DURATION: 3 HOURS

EXAMINER: MR A.M MUCHINGAMI

INSTRUCTIONS

1. Answer **four** questions **only**.
 2. Question 1 is compulsory.
 3. Each question carries 25 marks.
 4. Start a new question on a fresh page.
 5. Total marks 100.
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QUESTION 1

Read the case study below and answer the questions that follow.

Climate resiliency, key component of Marriott Hotel's sustainability strategy

As we take care of associates and communities in times of great need, we must also do our part for the planet. Climate resilience remains a key component of Marriott's sustainability strategy, including our commitment to set a near-term science-based emissions-reduction target (SBT) and a long-term target to reach net-zero value chain greenhouse gas (GHG) emissions by no later than 2050. We are currently preparing our SBT and net-zero targets for submission and are developing in-depth climate execution strategies with leadership teams across the globe. While the company continues to grow, the beliefs that are most important to us remain the same. I am proud to share our company's environmental, social, and governance (ESG) progress, including how Marriott associates are serving guests and taking care of communities in a way that truly exemplifies our culture and core values. As Marriott continues to Serve Our World, we will strive to make a positive and sustainable impact wherever we do business.

Required:

- (a) Explain any five (5) ways in which Marriott can green its guest rooms. [15 marks]
- (b) Explain any five (5) benefits that accrue to Marriott Hotel from the adoption of hotel green practices. [10 marks]

QUESTION 2

- (a) Explain the three (3) levels of strategy that international hotel managers should be aware of giving relevant examples. [15 marks]
- (b) With reference to specific examples, discuss the benefits associated with the internationalisation of the hospitality industry. [10 marks]

QUESTION 3

As a potential investment company, you have been asked to brief your potential business partner about the most important steps required in setting up an international hospitality business.

- (a) Discuss any three (3) environmental scanning techniques you will recommend to the partner. [15 marks]
- (b) Evaluate the steps involved in establishing an environmental scanning unit. [10 marks]

QUESTION 4

- (a) Explain any four (4) basic approaches to international hotel human resources management. [25 marks]

QUESTION 5

(a) Describe any five (5) characteristics of today's international hospitality consumer. [10 marks]

(b) Explain how the international hospitality industry is influenced by the characteristics cited in (5a) above. [15 marks]

QUESTION 6

(a) Discuss how the marketing mix of a global hospitality firm differs from that of a local hospitality firm. Use appropriate illustrations to support your discussion. [25 marks]

END OF EXAMINATION!