



MANICALAND STATE UNIVERSITY OF APPLIED SCIENCES

FACULTY OF AGRIBUSINESS

DEPARTMENT: TOURISM AND HOSPITALITY MGT

MODULE: INTERNATIONAL HOSPITALITY MANAGEMENT

CODE: HTM421

SESSIONAL EXAMINATIONS
NOVEMBER/DECEMBER 2022

DURATION: 3 HOURS

EXAMINER: Dr R. BAIPAI

INSTRUCTIONS

1. Answer any **four** questions **only**.
2. Each question carries 25 marks
3. Start a new question on a fresh page
4. Total marks 100

QUESTION 1

- a.** Define the term e-procurement in the context of international hospitality management. [5 marks]
- b.** Discuss any five (5) barriers to the widespread adoption of e-procurement as one of the key hospitality technology developments of the future. [20 marks]

QUESTION 2

- a.** Giving practical examples outline the three (3) barriers to international communication that international hospitality operations may face. [15 marks]
- b.** Advise the owner of a food service facility who wishes to go international on any five (5) challenges one is likely to face when operating in foreign countries. [10 marks]

QUESTION 3

- a.** Explain any five (5) characteristics of the international hospitality consumer. [10 marks]
- b.** How is the international hospitality industry influenced by the characteristics cited in (a) above? [15 marks]

QUESTION 4

- a.** Using practical examples, account for the increasing number of international hospitality firms. [15 marks]
- b.** Discuss any five (5) effects of culture to international hospitality operations. [10 marks]

QUESTION 5

a. Explain how the administration of a hotel under a management contract will differ from a hotel operated under a franchise agreement. [15 marks]

b. Giving reference to any hotel consortia elaborate on the advantages it is enjoying as a result of its larger size. [10 marks]

QUESTION 6

Assume you have been appointed as the Executive head of the Environmental Scanning Unit for an international destination of your choice, provide a report you compiled for the destination after the scanning process. [25 marks]

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