

MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2018/2019 ACADEMIC YEAR

**SCHOOL OF TOURISM AND NATURAL
RESOURCES**

BACHELOR OF TOURISM MANAGEMENT

FIRST YEAR SECOND SEMESTER

COURSE CODE: BTM 1204

**COURSE TITLE: HUMAN RESOURCE
MANAGEMENT**

DATE: -----

TIME: -----

INSTRUCTIONS TO CANDIDATES

1. Answer questions **ONE** and any other **THREE** questions.
2. The paper consists of **TWO** printed pages. Please turnover.

QUESTION ONE (25 MARKS)

- a) Discuss your understanding of the term " Human Resource Management," in the context of organizational change in tourism and hospitality industry.

(5marks)

- b) Why do you think it is a challenge, to create awareness of tourism policy, and to measure developments, towards more sustainable performance on the art of the Industry?

(5marks)

- c) Discuss how the HRM recruitment policy and practice may be applied in recruiting Tour Managers, highlighting issues that may arise.

(10marks)

- d) Discuss why Human Resource analysis is necessary, suggesting some of the Human Resource planning strategies and their effects.

(5marks)

QUESTION TWO (15 MARKS)

- a) With reference to Tourism business, explain the value of Online Recruitment and Data Base systems in this Technological age.

(10marks)

- b) Currently, people want to plan their trips from their homes and travel, technology helps travel and tourism companies greatly. Discuss.

(5 marks)

QUESTION THREE (15 MARKS)

- a) Imagine you are the Human Resource Manager of a Tourism enterprise. How would you actively involve the employees in the planning process?

(5marks)

- b) What would be your roles as the Human Resource Manager in the Tourism business?

(10 marks)

QUESTION FOUR (15 MARKS)

- a) Imagine you are the Human Resource Manager in a Tourism Industry, which is a service industry and you deal with employer- employee relations and work environment. Discuss how you would create a positive work environment to enhance efficiency and effectiveness.

(5 marks)

- b) Discuss five steps to employee performance appraisal system, explaining the most appropriate method that can be used in Tourism Industry.

(10 marks)

QUESTION FIVE (15 MARKS)

- a) Why are good compensation, benefits, and rewards schemes very necessary, in Travel and Tourism business?

(5 marks)

- b) Enumerate and discuss the role of the Human Resource Professionals that specialize in compensation, benefits, and rewards.

(10 marks)

