



MAASAI MARA UNIVERSITY

**SCHOOL OF TOURISM AND NATURAL
RESOURCES MANAGEMENT
DIPLOMA IN TOURISM AND WILDLIFE
MANAGEMENT**

2018/2019 ACADEMIC YEAR

SECOND YEAR FIRST SEMESTER

COURSE CODE: NDTW 128

**COURSE TITLE: SERVICE OPERATIONS IN
TOURISM MANAGEMENT**

DATE: 26TH APRIL 2019

TIME: 0830 – 1030 HRS

Instructions:

Answer **ALL** questions in section **A** and any other **THREE** in section **B**

SECTION A : COMPULSORY QUESTION (25MKS)

QUESTION ONE

- a) Define the following terms as commonly used in service operations management
- i. Service management (2Mks)
 - ii. Service quality (2Mks)
 - iii. Customer expectations (2Mks)
- b) Distinguish between customer perception and customer satisfaction. (5Mks)
- c) Explain **FIVE** basic elements a service concept should contain in any tourism establishment (5Mks)
- d) Service quality is a result of complex network of several dimensions. State and explain the basic dimensions of service quality (5Mks)
- e) Identify the challenges facing managers in the tourism industry towards achieving total service quality (4Mks)

SECTION B: ANSWER ANY THREE QUESTIONS (45MKS)

QUESTION TWO

State and explain the factors that influence customer expectations (15Mks)

QUESTION THREE

- a) Identify any **THREE** distinct groups involved in customer experience of quality in a tourism and hospitality set up (3Mks)
- b) Explain the role of physical evidence (servicescape, Bitner, 1982) in realizing quality service experience (12Mks)

QUESTION FOUR

Discuss the major customer relationships that exists between a client and a service provider in various tourism establishments highlighting the benefits accrued to both parties (15Mks)

QUESTION FIVE

Discuss the significance of total quality management (TQM) to tourism destinations that embrace service quality (15Mks)

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