

MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS 2016/2017 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM AND NATURAL RESOURCE MANAGEMENT**

**BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 311**

**COURSE TITLE: SERVICE QUALITY**

**DATE: 23RD JANUARY 2017 TIME: 08:30– 10:30AM**

**INSTRUCTIONS TO CANDIDATES**

Answer all questions in **SECTION** **A** and any other three in **SECTION B**

***Section A is compulsory; Answer any three (3) in Section B***

***Section A: Compulsory***

1. Read the case study

The chairman of Magical Kenya has stated that he believes the tourism industry can grow the Kenyan economy “beyond all expectations”. He believes that the industry must exploit the opportunities offered by the worldwide media coverage generated by large sporting and conference events held in Kenya in the recent past and translate this coverage into visits to the country. He goes on to state that this can only be delivered “if everyone works together”. He also identifies the need to provide “a welcoming face to every visitor, create new products, improve visitor access, and encourage investment” and ensure that those working in the industry are “well supported and trained.”

1. Describe the role of Magical Kenya in the travel and tourism industry (3 marks)
2. The chairman states that the tourism industry must exploit the opportunities offered by the recent events held in Kenya. Using examples, elaborate on this statement. (6 marks)
3. The chairman expresses the view that those working in the industry must “provide a welcoming face to every visitor”. Examine the ways in which quality customer service provides a competitive advantage in the global tourism market. (6 marks)
4. Describe the key dimensions of service that contribute to the delivery of a quality visitor experience. (5 marks)
5. Describe the following terms in service delivery
6. Service encounter (2 marks)
7. Critical incident (3 marks)
8. Identify a service company you are familiar with and show how each of the eight elements (8Ps) of integrated service management applies to the company (15 marks)
9. Using relevant examples to the tourism industry, discuss the various categories of service processes. (15 marks)
10. a) Customer expectations embrace several different elements, evaluate them (8 marks)

b) Identify the seven gaps that can occur in service quality. What do you think service marketers can do to prevent each of these gaps?

(7 marks)

1. Examine the advancement of technology and its effects on tourism service delivery. (15 marks)

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