

**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:** -----  
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**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)