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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2019/2020 ACADEMIC YEAR**  
**YEAR ONE, FIRST SEMESTER EXAMINATION UNIVERSITY EXAMINATIONS**  
**FOR THE DIPLOMA IN HOSPITALITY MANAGEMENT**  
**DHT 018 – CRISIS AND SAFETY MANAGEMENT IN HOSPITALITY**

Date: 9<sup>th</sup> December, 2024  
Time: 8.30am –10.30pm

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**  
**QUESTION ONE (30 MARKS)**

- a) Define the following terms; (6 Marks)
- i) Crisis
  - ii) Crisis management
  - iii) Crisis preparedness
- b) Marketing campaigns immediately following a crisis are not always effective. Discuss 5 reasons contributing to this scenario? (10 marks)
- c) What role does communication play in crisis and safety management? (14 marks)

**QUESTION TWO (20 MARKS)**

- a) List the FIVE tourism sectors and their roles in the industry (10 Marks)
- b) List the main characteristics of a crisis (4 Marks)
- c) List the TWO types of crisis providing specific examples unique to Kenya or Africa (4 Marks)
- d) Why is it important to develop a crisis management plan? (2 Marks)

**QUESTION THREE (20 MARKS)**

- a) The bombing of the United States Embassy in Kenya in 1998 affected the country's economy. List TEN effects of the terrorism activity on the tourism industry in Kenya? (10 Marks)
- b) Leisure tourism is highly affected by crisis in the country or around the world. Discuss (6 Marks)
- c) What are the roles of managers in crisis and safety management? (4 Marks)

**QUESTION FOUR (20 MARKS)**

- a) Discuss FIVE factors are likely to determine the impact of terrorist attacks on tourism destinations. (10 Marks)
- b) Suggest FIVE strategies that tourism industry players can use to enhance pro-activeness in crisis management. (10 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Identify and explain FOUR communication principles during a crisis. (8 Marks)
- b) Propose SIX strategies a player in the tourism industry can employ to retain brand loyalty following a crisis. (12 Marks)