



**NAMIBIA UNIVERSITY
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Faculty of Management Sciences

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QUALIFICATION : Bachelor of Tourism/Hospitality Management	
QUALIFICATION CODE: 07BOTM	LEVEL: 7
COURSE: Hospitality and Tourism Management	COURSE CODE: HTM710S
DATE: July 2019	SESSION: Theory
DURATION: 2 Hours	MARKS: 100

SECOND OPPORTUNITY EXAMINATION PAPER

EXAMINER: Dr Simon Chiutsi

MODERATOR: Ms. Ketiya Catherine Sunde

**THIS EXAMINATION PAPER CONSISTS OF 2 PAGES
(INCLUDING THIS FRONT PAGE)**

INSTRUCTIONS

1. Answer all the questions.
2. Each question carries 20 marks
3. Read all the questions carefully before answering.
4. Marks for each question are indicated at the end of each question.
5. Please ensure that your writing is legible, neat and presentable.

Question 1

'One of the challenges facing the tourism and hospitality industry in southern Africa is high labour turnover, which ultimately leads to poor customer service and very dissatisfied customers' Recommend strategies to address the challenge of high labour turnover.

(20 Marks)

Question 2

Discuss some of the challenges associated with formal planning in the hospitality and tourism industry.

(20 Marks)

Question 3

Evaluate the importance of viewing hospitality and tourism management from a global perspective.

(20 Marks)

Question 4

Discuss 5 qualities of an effective control system in a hospitality and tourism establishment

(20 Marks)

Question 5

5.1 Identify and explain techniques for improving group decision making

(10 Marks)

5.2 With reference to Hospitality and Tourism industry examples, discuss the benefits of group decision making.

(10 Marks)

TOTAL MARKS: 100