



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF HOSPITALITY AND TOURISM

QUALIFICATION : BACHELOR OF HOSPITALITY AND TOURISM HONOURS	
QUALIFICATION CODE: 08BHTH	LEVEL: 8
COURSE CODE: SMI810S	COURSE NAME: STRATEGIC MARKETING AND INNOVATION
SESSION: JULY 2023	PAPER: THEORY (PAPER 1)
DURATION: 2 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	DR. S. AUALA
MODERATOR:	MS. R. GITAU

INSTRUCTIONS
<ol style="list-style-type: none">1. Answer FIVE questions ONLY.2. Read all the questions carefully before answering.3. Number the answers clearly

THIS QUESTION PAPER CONSISTS OF 2 PAGES (Including this front page)

Question 1 (20 Marks)

Provide a critique on destination branding and how has it revolutionised tourism marketing in our contemporary world. Start your argument with a critique of various definitions of destination branding and why it is important for emerging destinations like Namibia.

Question 2 (20 Marks)

According to the Namibia Tourism Board (NTB, 2014). Namibia has four main target markets that they call "Tribes," which have the greatest propensity to travel to Namibia in the coming years from North America. Enlighten us by discussing these "Tribes" and their characteristics and how they relate to Namibia's tourism offerings.

Question 3 (20 Marks)

The tourism and hospitality sector is based on service marketing. Using a diagram, apply the service marketing trinity to any tourism business with practical examples to make us understand service marketing within the context of tourism and hospitality.

Question 4 (20 Marks)

According to Mohanty (2020) augmented reality opens avenues for better tourist engagement by combining a live view in real-time with virtual computer-generated images, creating a real-time augmented experience of reality. As a tourism innovation marketing specialist how would go about explaining to tourism stakeholders on the impact of technology on the future of tourism in a post-pandemic world.

Question 5 (20 Marks)

Elaborate how eco-labels can be used as marketing tools in the tourism and hospitality sector. Provide practical examples to substantiate your argument.

Question 6 (20 Marks)

Discuss in detail the strategic marketing planning process for a tourism or hospitality business in Namibia. Provide practical examples to support your argument.