



QUALIFICATION : BACHELOR OF HOSPITALITY AND TOURISM HONOURS	
QUALIFICATION CODE: 08BHTH	LEVEL: 8
COURSE: STRATEGIC TOURISM MARKETING AND INNOVATION	COURSE CODE: SMIH810S
DATE JUNE 2019	SESSION: PAPER 1
DURATION: 2 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION PAPER

EXAMINER: Dr. W. Muhoho-Minni

MODERATOR: Ms. F. Haufiku

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

PERMISSIBLE MATERIALS

1. NONE

INSTRUCTIONS

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

Q1.

“Marketing has often been defined in terms of satisfying customer needs and wants. Critics, however, maintain that marketing creates needs and wants that did not exist before. They feel that marketers encourage consumers to spend more money than they should on goods and services that they do not really need (Kotler & Keller, 2016)”

With reference to the above statement and with examples from hospitality and tourism, take a position and debate on the following

Marketing shapes consumer needs and wants versus marketing merely reflects the needs and wants of consumers.

20 marks

Q2.

With the aid of a diagram critically discuss the concept of holistic marketing.

20 marks

Q3.

Briefly explain the following

- i. Difference between marketing planning and strategic planning
- ii. Difference between product concept and selling concept
- iii. Production concept and marketing concept
- iv. Characteristic and types of strategic decisions

4x5 = 20 marks

Q4.

You have been appointed the marketing director of Air Namibia with a mandate to implement a turnaround strategy for the ailing airline. Using the five-stage strategic planning and implementation process recommendation by Wilson and Gilligan (2013) identify and discuss the steps you would take to implement the turnaround strategy.

40 marks