



**PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF HOSPITALITY AND TOURISM

QUALIFICATION : BACHELOR OF HOSPITALITY MANAGEMENT, BACHELOR OF TOURISM, INNOVATION AND DEVELOPMENT, BACHELOR OF CULINARY ARTS	
QUALIFICATION CODE: 07BHOM, 07BTID, 07BCNA	LEVEL: 7
COURSE CODE: QHT710S	COURSE NAME: QUALITY MANAGEMENT IN HOSPITALITY AND TOURISM
SESSION: JUNE 2023	PAPER: THEORY (PAPER 1)
DURATION: 2 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	DR. S. AUJALA
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]

In the tourism sector, particularly in hospitality businesses, customers are often unfortunate to encounter substandard service, which results in disappointments, complaints and, ultimately, loss of sales in favour of competitors (Kanyan, Ngana & Voon, 2016). In reference to the above statement, elaborate further on the nature and characteristics of the tourism and hospitality industry in relation to quality service delivery and what role do employees in the tourism and hospitality sector play in quality service delivery?

Question 2

[20 Marks]

Customer satisfaction has been a popular topic in marketing literature. As a quality service consultation hired by Gondwana Collection. Come up with quality service guidelines to improve service delivery at their establishments, by applying the SERVQUAL MODEL.

Question 3

[20 Marks]

Quality management has been conceptualized using the expectancy disconfirmation theory (Barsky, 1992; Oh and Parks, 1997; McQuitty, Finn and Wiley, 2000). Apply this theory to a tourism and hospitality business to make us understand better, customer satisfaction.

Question 4

[20 Marks]

Customer behavior is one of the factors that influences customer satisfaction (Mim and Ferdous, 2021). As a restaurant manager, how would you assess customer behavior to determine guest satisfaction. In your argument elaborate further on some of the factors that determines customer satisfaction in a restaurant setting.

Question 5

[20 Marks]

Draw up guidelines for lodge managers to ensure that their employees are empowered to offer quality services at Namibia Wildlife Resorts.

Question 6

[20 Marks]

6.1 Discuss five aspects of the management approaches in quality service management? (10 Marks)

6.2 Apply the management approaches to a tourism and hospitality business in Namibia according to literature from the scholar Hwang and Lockwood (2006). (10 Marks)