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QUALIFICATION: BACHELOR OF HOSPITALITY AND TOURISM HONOURS	
QUALIFICATION CODE: 08BHTH	LEVEL: 8
COURSE: STRATEGIC TOURISM MARKETING AND INNOVATION	COURSE CODE: SM1810S
DATE: June 2022	SESSION: 1
DURATION: 2 Hours	MARKS: 100

SECOND OPPORTUNITY EXAMINATION PAPER

EXAMINER: Dr. W. Muhoho

MODERATOR: Ms Rosemary Gitau

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

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 handwriting is legible, neat, and presentable.

QUESTION 1

Critically discuss the term strategy. Your discussion should include its definition, evolution, nature, characteristics, and types of strategic decisions.

20 marks

QUESTION 2

2.1 To your understanding, what is innovation marketing?

5 marks

2.2 Giving examples from hospitality and tourism industries **discuss 10 reasons** why innovation marketing is important

1.5x10 =15

Total 20 marks

QUESTION 3

Briefly explain the difference between the following concepts

- 3.1. Marketing planning and strategic planning
- 3.2. Product concept and selling concept
- 3.3. Production concept and marketing concept
- 3.4. Characteristic and types of strategic decisions

4x5 = 20 marks

Question 4

Being a government entity, Namibia Wildlife resorts has a competitive edge over other accommodation facilities within the national parks. Their lodges are set in the prime areas of the parks, popular with tourists. In spite of this, the organization does not do well financially; the lodges are dilapidated, and quality of service leaves a lot to be desired.

You a specialist in strategic marketing and innovation and have been appointed to develop a turnaround marketing strategy for the organisation. Using the five-stage strategic marketing planning and implementation process recommendation by Wilson

and Gilligan (2013) identify and discuss the steps you would take to implement the turnaround strategy.

Content:	30 marks
Flow of thought	5 marks
Creativity	5 marks
Total Marks	40 marks

Total Marks 100