



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF HOSPITALITY AND TOURISM

QUALIFICATION : BACHELOR OF HOSPITALITY AND TOURISM MANAGEMENT HONOURS	
QUALIFICATION CODE: 08BHTM	LEVEL: 8
COURSE CODE: SMH810S	COURSE NAME: STRATEGIC MANAGEMENT IN HOSPITALITY AND TOURISM
SESSION: JUNE 2022	PAPER: THEORY
DURATION: 2 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Dr Simon Chiutsi
MODERATOR	Mrs Charity Chufama

<p style="text-align: center;">INSTRUCTIONS</p> <ol style="list-style-type: none">1. Answer all the questions.2. Each question carries 20 marks3. Marks for each question are indicated at the end of each question.4. Reflective, clear, and critical responses will earn you marks.5. Please ensure that your writing is legible, neat, and presentable.
--

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

Question 1

Give an overview of the five (5) critical functions of strategic management in the global hospitality and tourism business environment.

(20 Marks)

Question 2

Discuss five (5) major reasons for strategy failure in the Namibia hospitality and tourism business environment. Provide examples.

(20 Marks)

Question 3

Evaluate five (5) key strategic management issues that are critical for the successful turnaround of the global hospitality and tourism sector.

(20 Marks)

Question 4

4.1 Examine the three (3) distinct levels of strategy in hospitality and tourism management. Provide examples.

(15 Marks)

4.2 Give an outline of how hospitality and tourism enterprise formulate strategies

(5 Marks)

Question 5

Choose a hospitality and tourism enterprise of your choice from Namibia and evaluate five (5) strategic choices adopted by the enterprise to remain viable and competitive during the covid-19 pandemic.

(20 Marks)

TOTAL MARKS: 100

!!!!!!!!!!!!!!GOODLUCK!!!!!!!!!!!!