



**NAMIBIA 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: JULY 2022	PAPER: THEORY
DURATION: 2 HOURS	MARKS: 100

SECOND 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

Examine five (5) future developments within the hospitality and tourism sector and suggest appropriate management strategies to respond to these developments.

(20 Marks)

Question 2

Discuss five (5) major growth options for Namibia hospitality and tourism industry in the new normal. Provide examples.

(20 Marks)

Question 3

Evaluate five (5) components of a successful strategy for a global hospitality and tourism business enterprise.

(20 Marks)

Question 4

4.1 Discuss the concept of competitive advantage to a hospitality and tourism enterprise. Provide examples.

(10 Marks)

4.2 Give an overview of operational effectiveness as it relates to hospitality and tourism management

(10 Marks)

Question 5

Discuss the five (5) major processes of strategic management. Provide examples.

(20 Marks)

TOTAL MARKS: 100

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