



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF HOSPITALITY AND TOURISM

QUALIFICATION : BACHELOR OF HOSPITALITY AND TOURISM HONOURS	
QUALIFICATION CODE: 08BHTH	LEVEL: 8
COURSE CODE: SM1810S	COURSE NAME: STRATEGIC MARKETING AND INNOVATION
SESSION: JUNE 2024	PAPER: THEORY (PAPER 1)
DURATION: 2 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	DR. S. AUALA
MODERATOR:	MS. R. GITAU

INSTRUCTIONS
1. Answer FOUR questions. 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

[25 Marks]

Namibia is an emerging destination with unique attractions. As a strategic marketing specialist for the Namibia Tourism Board. Craft a new positioning strategy for destination Namibia to make Namibia stand out against its competitors. In your strategy outline the various attributes and the target market for destination Namibia.

Question 2

[25 Marks]

Strategic marketing in hospitality and tourism requires a deep understanding of long-term objectives and aligning marketing activities for sustainable growth and market dominance. Elaborate further by referring to the above statement and make us understand the strategic marketing planning process and apply it to the hospitality and tourism sector.

Question 3

[25 Marks]

The 5th Industrial Revolution (5IR) is transforming how consumers experience brands in the hospitality and tourism sector. What is your perspective on the role that digital technology plays in marketing? Refer to Virtual Reality (VR) and Augmented Reality (AR) as a game-changer for destination brands.

Question 4

[25 Marks]

Tourism is a promise, and destinations communicate the credibility of that promise using destination brands (Almeyda-Ibanez, George, 2017)". Elaborate further on the use of destination branding to measure the success of a tourism destination. Provide practical examples to substantiate your argument.