



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION**

**DEPARTMENT OF HOSPITALITY AND TOURISM**

<b>QUALIFICATION : BACHELOR OF HOSPITALITY AND TOURISM HONOURS</b>	
<b>QUALIFICATION CODE:</b> 08BHTH	<b>LEVEL:</b> 8
<b>COURSE CODE:</b> SMI810S	<b>COURSE NAME:</b> STRATEGIC MARKETING AND INNOVATION
<b>SESSION:</b> JULY 2024	<b>PAPER:</b> THEORY (PAPER 1)
<b>DURATION:</b> 2 HOURS	<b>MARKS:</b> 100

<b>SECOND OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	DR. S. AUALA
<b>MODERATOR:</b>	MS. R. GITAU

<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. Answer FOUR questions.</li><li>2. Read all the questions carefully before answering.</li><li>3. Number the answers clearly</li></ol>

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

Question 1

(25 Marks)

According to a well-known hospitality scholar, Chilibi (2016), the hospitality industry can be traced back to the early days of human civilisations. Share your understanding and perspectives on how the hospitality industry has evolved globally to the present day and how this influences our modern understanding of the discipline of marketing.

Question 2

(25 Marks)

According to Dodds (2021), Destination Marketing Organisations (DMOs) do little to educate tourists about climate change's impacts on destinations. How would you go about changing this sentiment and including climate change issues in your strategic marketing planning process?

Question 3

(25 Marks)

The Namibia Online Marketing Campaign is designed around four goals that are also found in the NTB's Strategic Business Plan. Elaborate on these goals and provide a detailed outline of how you will go about implementing them in your digital marketing campaign for Namibia.

Question 4

(25 Marks)

The conceptual model of service quality is indispensable in the field of marketing if we wish to understand the genesis of service quality and potential gaps in quality in the hospitality industry. Referring to the above statement provide your perspective on how the SERVQUAL model is used to measure service quality in the hospitality sector. How can you incorporate this tool into your strategic marketing planning process?