



**PAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

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

**DEPARTMENT OF HOSPITALITY AND TOURISM**

<b>QUALIFICATION :</b> BACHELOR OF HOSPITALITY MANAGEMENT, BACHELOR OF TOURISM INNOVATION AND DEVELOPMENT, BACHELOR OF CULINARY ARTS	
<b>QUALIFICATION CODE:</b> 07BHOM, 07BTID, 07BCNA	<b>LEVEL:</b> 7
<b>COURSE CODE:</b> QHT710S	<b>COURSE NAME:</b> QUALITY MANAGEMENT IN HOSPITALITY AND TOURISM
<b>SESSION:</b> JUNE 2024	<b>PAPER:</b> THEORY (PAPER 1)
<b>DURATION:</b> 2 HOURS	<b>MARKS:</b> 100

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

<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. Answer FIVE 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

[20 Marks]

Parasuraman, Zeithaml, and Berry (1994) are among the most recognized researchers in service quality. They came up with a tool to measure service quality as a management approach to quality management. Draw up a customer survey to assess customer satisfaction at Avani Windhoek Hotel and Casino by applying the Parasuraman et al. (1994) model.

Question 2

[20 Marks]

Employees play a crucial role in Total Quality Management (TQM) in hospitality and tourism. Elaborate further on how you as a general manager of Windhoek Country Club will go about empowering your employees to offer quality service and mention some of these benefits as outlined by Reve (2023).

Question 3

[20 Marks]

Critique the various online review platforms used in the tourism and hospitality industry to assess customer satisfaction. Provide examples of these online review platforms and your perspective on how they are being managed by tourism and hospitality businesses. Furthermore, what are your recommendations to tourism and hospitality businesses in Namibia on the use of these platforms to manage quality?

Question 4

[20 Marks]

In the current 5<sup>th</sup> Industrial Revolution (5IR) humans and machines work synergistically. Discuss how this has an impact on quality service delivery in the hospitality and tourism industry. In your argument, provide examples of some of these technologies and how you foresee them revolutionizing the hospitality and tourism sector in Namibia.

Question 5

[20 Marks]

The scholar Jasmina Grzanic (2007) argues that to ensure the quality expected by today's customers/tourists we need to differentiate two aspects of quality in general with particular attention to hospitality and tourism. Discuss these two aspects of quality in detail and how they contribute to Total Quality Management (TQM) and apply them to the hospitality and tourism sector.