



**NAMIBIA 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> 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 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)

The expectancy disconfirmation theory (Barsky, 1992; Oh and Parks, 1997; McQuitty, Finn, and Wiley, 2000) has been used to conceptualize quality management in hospitality and tourism. Apply this theory to a restaurant experience and make us understand better, customer satisfaction.

Question 2

(20 Marks)

The Namibian Tourism Board has been given the mandate for the classification of hospitality and tourism establishments in Namibia. Provide your perspective on the various mechanisms used for quality recognition in the hospitality and tourism sector and the possible challenges these approaches have for Namibia.

Question 3

(20 Marks)

The scholar Bateson (1995) argued that tourism services can be viewed from different levels. Discuss these levels in detail and apply them to a hospitality or tourism establishment in Namibia.

Question 4

(20 Marks)

Understanding the nature of the hospitality and tourism sector. Various scholars have applied the concept of service characteristics. Apply these characteristics to a restaurant business and in your argument discuss some of the challenges in managing service delivery because of these characteristics.

Question 5

(20 Marks)

*"Quality is never an accident it is always the result of intelligent effort."*

*by John Ruskin*

Referring to the above quote. What is your perspective on quality management in the hospitality and tourism sector in Namibia? Start your discussion by describing in detail what is quality management and thereafter mention some of the challenges in Namibia concerning quality management in the hospitality and tourism sector.