



**PAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

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

**DEPARTMENT OF HOSPITALITY AND TOURISM**

<b>QUALIFICATION : BACHELOR OF HOSPITALITY AND TOURISM MANAGEMENT HONOURS</b>	
<b>QUALIFICATION CODE: 08BHTM</b>	<b>LEVEL: 8</b>
<b>COURSE CODE: SMH810S</b>	<b>COURSE NAME: Strategic Management in Hospitality and Tourism</b>
<b>SESSION: JUNE 2024/ JULY 2024</b>	<b>PAPER: THEORY</b>
<b>DURATION: 2 HOURS</b>	<b>MARKS: 100</b>

<b>SECOND OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	Dr Simon Chiutsi
<b>MODERATOR:</b>	Dr Paschalia Muhoho-Mini

<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. Answer all the questions.</li><li>2. Each question carries 20 marks.</li><li>3. Marks for each question are indicated at the end of each question.</li><li>4. Reflective, clear, and critical responses will earn you marks.</li><li>5. Number the answers clearly.</li></ol>

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

**Question 1**

Evaluate five (5) key strategic management issues that are critical for the successful turnaround of the global hospitality and tourism sector in Namibia.

**(20 Marks)**

**Question 2**

**2.1** Examine the three (3) distinct levels of strategy in hospitality and tourism management. Provide examples.

**(15 Marks)**

**2.2** Give an outline of how hospitality and tourism enterprises formulate strategies.

**(5 Marks)**

**Question 3**

**3.1.** Identify and discuss two emerging trends that are expected to shape the future of the hospitality and tourism industry.

**(10 marks)**

**3.2** Discuss one major challenge that hospitality and tourism organizations are likely to face in the next decade. Propose strategies for addressing this challenge and ensuring long-term success.

**(10 marks)**

**Question 4**

**4.1** Describe the impact of technology and digitalization on the hospitality and tourism industry.

**(10 marks)**

**4.2** Identify and discuss two emerging technologies that are reshaping the guest experience in hotels and resorts. How can these technologies be leveraged to gain a competitive advantage?

**(10 Marks)**

**Question 5**

Give an overview of the five (5) critical functions of strategic management in the global hospitality and tourism business environment.

**(20 Marks)**

**TOTAL MARKS: 100**

**!!!!!!!!!!!!!!GOODLUCK!!!!!!!!!!!!!!**