



**NAMIBIA 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: SMI810S	COURSE NAME: STRATEGIC MARKETING AND INNOVATION
SESSION: JUNE 2023	PAPER: THEORY (PAPER 1)
DURATION: 2 HOURS	MARKS: 100

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

INSTRUCTIONS
<ol style="list-style-type: none">1. Answer FIVE questions ONLY.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

[20 Marks]

Namibia's destination competitors are Botswana, Zambia, Zimbabwe, South Africa, Tanzania, and Kenya (MCA-N, 2012). Outline in detail with practical examples, Namibia's positioning strategy and mention how Namibia Tourism uses its attributes to position itself from its competitors.

Question 2

[20 Marks]

Destination Marketing Organisations (DMO's) are recognizing an increase in consumer demand for operators who offer environmentally friendly practices (Dodds, 2019).

2.1 What is your perspective on climate change and destination marketing? (5 Marks)

2.2 What recommendation would you give to DMO's in their long-term strategic marketing planning regarding climate change? (15 Marks)

Question 3

[20 Marks]

The intangibility of the brand equity concept contributed to the difficulty in achieving a universal definition of brand equity (Christodoulides & de Chernatony, 2010; Martin & Brown, 1990).

3.1 Share your perspective on the various definitions of brand equity? (5 Marks)

3.2 How do the current definitions relate to the field of studies of tourism and hospitality? Provide practical examples. (15 Marks)

Question 4

[20 Marks]

Philip Kotler (1990) defines services as "any act or performance that one party can offer to another that is essentially intangible." By referring to the above statement using a diagram, elaborate further by mentioning the service marketing mix and apply them to a tourism or hospitality business to make us understand better the service characteristics of the tourism and hospitality sector.

Question 5

[20 Marks]

Innovation is the systematic practice of developing and marketing breakthrough products and services for adoption by customers (McKinsey, 2022). In reference to the above statement. What is your perspective and understanding of the concept of "SMART TOURISM" and how do you foresee the future of tourism destinations?

Question 6

[20 Marks]

One of the first stages of strategic marketing planning process for tourism and hospitality is to gather data to form a SWOT-analysis. Elaborate further on how to conduct a SWOT-analysis for any tourism business or destination. Provide practical examples to substantiate your argument.