



PAMIBIA 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: 08BHTM	LEVEL: 8
COURSE CODE: SMI810S	COURSE NAME: STRATEGIC MARKETING AND INNOVATION
SESSION: JUNE 2025	PAPER: THEORY (PAPER 1)
DURATION: 2 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Dr. Ebson Ngondo
MODERATOR:	Ms. Rosemary Gitau

INSTRUCTIONS
1. Answer ALL the questions. 2. Read all the questions carefully before answering. 3. Number the answers clearly

THIS QUESTION PAPER CONSISTS OF 3 PAGES (Including this front page)

Question 1

1.1 Define strategic marketing and explain its role in the Namibian hospitality and tourism industry.

(5 Marks)

1.2 Discuss the role of branding in hospitality and tourism marketing? Provide examples from the global hospitality and tourism industry.

(15 Marks)

Question 2

A luxury safari lodge in Namibia is facing challenges with inconsistent service quality, negative guest reviews, and declining bookings. Despite heavy marketing efforts, customer retention remains low. Employees are also dissatisfied, leading to high staff turnover.

2.1 Using the Service Marketing Triangle, analyse the key issues affecting the lodge's service quality and customer satisfaction.

(10 Marks)

2.2 What strategies should the lodge implement in each component of the Service Marketing Triangle to enhance customer experience and brand reputation?

(10 Marks)

Question 3

Namibia has been a well-known adventure and nature-based tourism destination. However, due to changing traveller preferences, competition from other African destinations, and the impact of global crises such as the COVID-19 pandemic, there is a need for a new market positioning strategy. The Namibian Tourism Board is exploring ways to attract digital nomads, luxury travellers, and sustainable tourism advocates while maintaining its stronghold in eco-tourism.

3.1 Propose a new market positioning strategy that will help Namibia attract a different segment of tourists post-pandemic. Justify your answer.

(10 Marks)

3.2 Identify five challenges that Namibia might face in repositioning itself in the global tourism market and explain how these challenges can be overcome.

(10 Marks)

Question 4

A new eco-lodge has opened in the Namib Desert, offering luxury accommodations and adventure experiences. The owners aim to position their business as a premium destination for international tourists while maintaining sustainable tourism practices.

Develop a marketing strategy for the eco-lodge using the marketing mix (7Ps) framework. Highlight how each element can contribute to business success.

(20 Marks)

Question 5

A new adventure tourism company in Namibia offers activities such as desert safaris, dune boarding, and wildlife expeditions. The company aims to attract both local and international travellers but struggles to position itself effectively in a competitive market.

Using the STP model, develop a detailed segmentation strategy for this company. Identify at least three customer segments and explain why they are relevant.

(20 Marks)

**TOTAL MARKS: 100
!!!!!!!!!!!!!!GOODLUCK!!!!!!!!!!!!!!**