



**PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF HOSPITALITY AND TOURISM

QUALIFICATION : BACHELOR OF HOSPITALITY MANAGEMENT, BACHELOR OF TOURISM, INNOVATION AND DEVELOPMENT, BACHELOR OF CULINARY ARTS	
QUALIFICATION CODE : 07BHOM, 07BTID, 07BCNA	LEVEL : 7
COURSE CODE : QHT710S	COURSE NAME : QUALITY MANAGEMENT IN HOSPITALITY AND TOURISM
SESSION : JULY 2023	PAPER : THEORY (PAPER 1)
DURATION : 2 HOURS	MARKS : 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	DR. S. AUJALA
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)

Kotler and Kettler (2007) defined quality service management in the tourism and hospitality industry referring to service characteristics. What is your perspective on the definitions of quality service management? Refer to the service characteristics in your argument with practical examples.

Question 2

(20 Marks)

People interacting with guests are to make a difference in how customers feel about the value and quality of the experience. Outline a detailed plan on how you will empower your employees to provide excellent service delivery at a five-star hotel.

Question 3

(20 Marks)

Discuss the mechanism used for quality recognition in the tourism and hospitality services. In your discussion, elaborate further on the challenges of classification of hospitality establishments in Namibia.

Question 4

(20 Marks)

Discuss the impact of technology innovation on quality service delivery in the tourism and hospitality sector. In your discussion, provide at least four examples of some of these technologies.

Question 5

(20 Marks)

Bruce Laval of the Walt Disney Company came up with the term "Guestology". What is your perspective of the practice of guestology in the tourism and hospitality sector. Start your argument by first explaining the term with practical examples.

Question 6

(20 Marks)

Parasuraman, Zeithml, and Berry (1998) introduced a service quality model. Discuss the dimensions of this model and apply it to the NUST Hotel School.