



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF HOSPITALITY AND TOURISM

QUALIFICATION : BACHELOR OF HOSPITALITY AND TOURISM MANAGEMENT HONOURS	
QUALIFICATION CODE: 08BHTM	LEVEL: 8
COURSE CODE: SMH810S	COURSE NAME: Strategic Management in Hospitality and Tourism
SESSION: JUNE 2023/ JULY 2023	PAPER: THEORY
DURATION: 2 HOURS	MARKS: 100

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

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

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

Question 1

Question 1

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

(15 Marks)

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

(5 Marks)

Question 2

Choose a hospitality and tourism enterprise of your choice from Namibia and evaluate five (5) strategic choices adopted by the enterprise to remain viable and competitive in the past few years.

(20 Marks)

Question 3

3.1 Discuss the concept of competitive advantage to a hospitality and tourism enterprise. Provide examples.

(10 Marks)

3.2 Give an overview of operational effectiveness as it relates to hospitality and tourism management.

(10 Marks)

Question 4

Discuss the five (5) major processes of strategic management. Provide examples.

(20 Marks)

Question 5

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

(20 Marks)

TOTAL MARKS: 100

!!!!!!!!!!!!!!GOODLUCK!!!!!!!!!!!!