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<b>QUALIFICATION : BACHELOR OF TOURISM INNOVATION AND DEVELOPMENT/BACHELOR OF HOSPITALITY MANAGEMENT</b>	
<b>QUALIFICATION CODE: 07BTID/07BHOM</b>	<b>LEVEL: 7</b>
<b>COURSE CODE: MIO620S</b>	<b>COURSE NAME: Meetings, Incentives, Conferences and Events</b>
<b>SESSION: JANUARY 2023</b>	<b>PAPER: THEORY</b>
<b>DURATION: 2 HOURS</b>	<b>MARKS: 100</b>

## **SECOND OPPORTUNITY PAPER**

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**MODERATOR: MS. A SIEBERT**

**THIS EXAMINATION PAPER CONSISTS OF 4 PAGES**

**(INCLUDING THIS FRONT PAGE)**

### **INSTRUCTIONS**

1. Answer **all questions**.
2. Read all the questions carefully before answering.
3. Marks for each question are indicated at the end of each question.
4. Please ensure that your writing is legible, neat and presentable.

## Question 1

[28]

1.1. Read the below Case Study and answer the questions that follow:

New Zealand ticks the bucket list for indigenous studies conference

New Zealand's strong Māori culture and reputation in Indigenous Studies has attracted the world's preeminent Indigenous Studies conference away from the US and Canada for the first time, to the benefit of scholars in the field throughout the Asia Pacific region. The annual Native American and Indigenous Studies Association (NAISA) conference will take place in June 2019 at the University of Waikato, with organisers expecting up to 1,000 Indigenous Studies scholars from around the world.

"This is a fantastic achievement to bring NAISA to Aotearoa/New Zealand, as it has never been hosted outside of the United States and Canada before. So, it's a real coup for us," says Professor Brendan Hokowhitu, Dean of the Faculty of Māori and Indigenous Studies at the University of Waikato. Hokowhitu, with support from Tourism New Zealand and Hamilton and Waikato Tourism, was instrumental in securing the event.

Bringing NAISA to New Zealand will allow the conference to incorporate more indigenous cultures from the Asia Pacific region, Hokowhitu says. There was the possibility of attracting more Australians, indigenous people from Taiwan, and ethnic minorities from China and South East Asia, and beyond. "It's an opportunity for Indigenous Studies to be re-interpreted in these places."

Hosting NAISA will deliver an estimated \$1.7 million to the local economy, as well as putting the University of Waikato, the Hamilton Waikato region, and New Zealand on the world stage, he says. "Waikato has had a strong indigenous studies programme since the 1970s. This will act as a great showcase for the work being done here and provide the opportunity to see the magnificent and critically engaged work happening abroad.

"It's an incredible opportunity for staff and students from indigenous studies and other related disciplines from all over Aotearoa/New Zealand to interact with some of the best indigenous minds, to refresh, refocus and rethink our curricula, research and scholarship in terms of indigenous studies as an international discipline."

Local scholars are also seizing opportunities to build relationships and network around the main conference, he adds. Mini events, including an indigenous postgraduate conference and an indigenous philosophy conference, are already being organised.

"They were thinking about going offshore and asking me about it, but I was a bit resistant because I knew how much work it would be. But the support of Tourism New Zealand and

Hamilton and Waikato Tourism was wonderful. With the help of Tourism New Zealand's Conference Assistance Programme (CAP), my colleagues and I put together a basic info package and a very glossy bid package came back to us. We found Tourism New Zealand to be very flexible, as you have to be very careful with the imagery and messaging you put out for indigenous folks and they listened, and we put together a great document." Hokowhitu adds that the NAISA board was not without its concerns. "I think it was a big move for them to agree for it to come to New Zealand. There are some risks and challenges, such as whether younger post graduates and students will have access to the funds to get here, and concerns over the time and distance to travel. But Tourism New Zealand ensured the bid document included information about accessibility, and wider travel opportunities to enjoy once they are here. If they are travelling from the US or Canada they will likely be here a couple of weeks, not just four days.

- 1.1. Define the term "Conference". [3]
- 1.2. List three (4) examples of types of conferences one can have. [4]
  - 1.2.1. Discuss in brief the aims and objectives of the Native American and Indigenous Studies Association Conference. [3]
  - 1.2.2. Explain three advantages for New Zealand as a conference destination in hosting a conference of such magnitude. [3x2]
- 1.3. By using a practical example explain the steps taken to organise a conference. [6x2]

**Question 2 [18]**

- 2.1. What is an exhibition? [3]
- 2.2. List and describe 3 types of exhibitions. [6]

2.3. Whether you are hosting a networking mixer, sponsoring a business workshop or exhibiting at an industry trade show, a successful pre and post-event marketing plan will help the event planner make the most of the event. Discuss three (3) marketing tactics that planners can use before an event to spread word about the event. [9]

**Question 3 [28]**

3.1. Define what is a meeting? [2]

3.2. Many meetings waste a lot of time. Discuss six (6) possible reasons why meetings can fail. [6x2]

3.3 Which guidelines/ tips can you use to ensure you have effective meetings? [6x2]

3.4 Define work ethics [2]

**Question 4 [10]**

Floor plans for a venue vary depending on the type of event being organised. Which factors of the floor plan should you consider in the venue when planning an event. Elaborate on each of the five points. [10]

**Question 5 [16]**

5.1. Describe the phases of how an event can be organized by using a practical example. [5x2]

5.2. Differentiate between an Event Planner, Event Manager, and an Event Producer. Please present your answer in a tabular format. [6]