



**PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

**School of Commerce, Human Sciences and Education
Department of Hospitality and Tourism**

QUALIFICATION: BACHELOR OF TOURISM INNOVATION AND DEVELOPMENT/ BACHELOR OF HOSPITALITY MANAGEMENT/ BACHELOR OF CULINARY ART	
QUALIFICATION CODE: 07BTID/07BMN/07BCNA	LEVEL: 7
COURSE: QUALITY MANAGEMENT IN HOSPITALITY AND TOURISM	COURSE CODE: QHT710S
EXAMINATION	SESSION 1
DATE: JUNE 2025	PAPER: THEORY (PAPER 1)
DURATION: 2 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	DR. ELSIE VEZEMBURUKA HINDJOU
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INSTRUCTIONS:

1. The paper consists of Section A and B
2. Answer all questions
3. Read all the questions carefully before answering.
4. Number the answers clearly
5. Marks for each question are indicated accordingly.
6. Please ensure that your writing is legible, neat, and presentable
7. Additional material is not allowed.

Section A: Multiple choice questions, short answer questions and a case study.

(20 Marks)

A) Multiple Choice Questions (MCQs)

(8 Marks)

A.1 What is the main objective of quality management in hospitality and tourism?

(2 Marks)

- a) Maximizing profits
- b) Enhancing customer satisfaction
- c) Reducing staff workload
- d) Increasing government regulation

A.2 What is the purpose of service recovery in tourism and hospitality? **(2 Marks)**

- a) To minimize customer complaints
- b) To turn dissatisfied customers into loyal ones
- c) To avoid legal action
- d) To reduce staff involvement in complaints

A.3 What is the primary benefit of a well-implemented customer complaint management system in a hotel? **(2 Marks)**

- a) It prevents guests from complaining
- b) It helps in identifying service weaknesses and improving guest satisfaction
- c) It allows hotels to charge guests extra fees
- d) It reduces the need for staff training

A.4 What is an essential factor in quality management for eco-tourism? **(2 Marks)**

- a) Ensuring environmental sustainability and guest comfort
- b) Using non-renewable resources without concern
- c) Avoiding engagement with local communities
- d) Keeping tourists uninformed about conservation efforts

B) Short Answer Questions (6 Marks)

B.1 Define quality management in the context of hospitality and tourism. (2 Marks)

B.2 Define the term "moment of truth" in hospitality service delivery. (2 Marks)

B.3 Explain the impact of cultural diversity on service quality in tourism. (2 Marks)

C) Case Study: Improving Tour Experience for International Visitors (6 Marks)

A tour company specializes in cultural tours in Namibia but receives negative feedback from international visitors. Complaints include a lack of multilingual guides, limited information on local customs, and logistical issues such as transport delays.

C.1. What quality management strategies can enhance the experience for international tourists?

Section B: Structured Questions

Question 1 (20 Marks)

As a quality service consultant hired by a restaurant that has reached a stagnant stage of its life cycle, develop a set of guidelines to improve service delivery using the SERVQUAL Model.

Question 2 (20 Marks)

Discuss five aspects of management approaches in quality service management. Apply these approaches to a Namibian tourism and hospitality business of your choice, referencing literature from scholars such as Hwang and Lockwood (2006).

Question 3 (20 Marks)

A) As a restaurant manager, briefly discuss how you would assess customer behaviour to determine guest satisfaction? (10 Marks)

B) With relevant examples discuss key factors that influence customer satisfaction in a restaurant setting. (10 Marks)

Question 4**(20 Marks)**

A luxury resort in Namibia has been experiencing a decline in guest satisfaction scores despite having high-end facilities and amenities. Guest feedback frequently mentions slow service, unresponsive staff, and a lack of personalized experiences. The management team suspects that front-line employees feel dis-empowered and are unable to make decisions that improve service quality. Propose a strategic plan to implement an employee empowerment program at the resort, ensuring improved guest satisfaction and service excellence.

[End of Exam Paper]