



**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 2
DATE: JULY 2025	PAPER: THEORY (PAPER 2)
DURATION: 2 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	DR. ELSIE VEZEMBURUKA HINDJOU
MODERATOR	MRS ROSEMARY GITAU

INSTRUCTIONS:

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

Question 1**(20 Marks)**

Swakopmund a popular tourist destination in Namibia experienced a natural disaster, leading to cancellations and negative international media coverage. The Namibia Tourism Board [NTB] wants to rebuild visitor confidence and ensure service quality after the crisis.

A) Identify any 5 key challenges in maintaining quality service after a crisis? (5 Marks)

B) Briefly outline a recovery plan to restore visitors' confidence and tourism operations. (15 Marks)

Question 2**(20 Marks)**

Critically examine the challenges faced by hospitality businesses in implementing Total Quality Management (TQM). Discuss solutions for overcoming these challenges.

Question 3**(20 Marks)**

Discuss the role of smart tourism technologies (e.g., IoT-enabled hotels, digital booking platforms, virtual travel experiences) in quality management. How can Namibia's hospitality industry integrate these innovations to enhance competitiveness in the global market?

Question 4**(20 Marks)**

"In the hospitality and tourism industry, maintaining high service standards is crucial for customer satisfaction and business success." Discuss the five key dimensions that influence guest perceptions of service quality in a hotel or tourism establishment. Provide real-world examples of how businesses can improve customer experience based on these dimensions. [5x4=20 Marks]

Question 5**(20 Marks)**

Differentiate between the following terms and provide examples

5.1. Customer satisfaction and customer expectation

5.2. Customer loyalty and customer retention

5.3. Quality assurance and quality service

5.4. Intangibility and inseparability characteristics of the tourism industry

5.5. Employee empowerment and employee involvement

[5x4= 20 Marks]

[End of Exam Paper]