NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

HOSPITALITY AND TOURISM MARKETING – CBU 4205

FINAL EXAMINATION - AUGUST 2009

TIME ALLOWED: 3 HOURS 30 MINUTES

INSTRUCTIONS TO CANDIDATES

(i)   Answer **Question One (1) and any other Three (3) Question**.
(ii)   All questions in **SECTION B** carry **20** marks each
(iii)   Questions may be answered in any order
(iv)   As much as possible, use relevant examples

SECTION A
COMPULSORY

QUESTION 1

Case Study: - Cultural change needed to manage hotel yields more effectively.

a)   Summarise the issues which are likely to detract from an organisation-
        wide pursuit of maximum yields.   **[10 Marks]**

b)   What techniques can be used to improve a hotel's accuracy in forecasting
        demand?   **[10 Marks]**

c)   To what extent do fluctuating prices, which are associated with yield
        management systems, undermine customers' trust in a hotel brand'?
                                                                 [10 Marks]

d)   What strategies were put together to make sure that yield management
        produced positive financial results?   **[10 Marks]**

SECTION B

QUESTION 2

Discuss the various national indicators for sustainable tourism.   **[20 Marks]**

QUESTION 3

Discuss the impact of tourism, both positive and negative, to host countries.
[20 Marks]

QUESTION 4

The role of service in the hospitality industry in enhancing guest experience
cannot be overemphasised. Discuss.   **[20 Marks]**

QUESTION 5

There are various reasons why tourists travel. Discuss.   **[20 Marks]**

QUESTION 6

There has been so much talk lately about marketing Zimbabwe as a tourist
destination in the light of the World Cup to be hosted by South Africa in 2010.
Discuss fully.   **[20 Marks]**

QUESTION 7

When international tourists visit Zimbabwe there is information which they need
before they embark on their journeys. Discuss.   **[20 Marks]**

END OF EXAMINATION