

<b>FACULTY</b>	<b>AGRICULTURE, ENGINEERING AND NATURAL SCIENCES</b>		
<b>DEPARTMENT</b>	<b>WILDLIFE MANAGEMENT AND TOURISM STUDIES</b>		
<b>SUBJECT</b>	<b>CUSTOMER RELATIONS IN TOURISM</b>		
<b>SUBJECT CODE</b>	<b>GHT 3582</b>		
<b>DATE</b>	<b>OCTOBER / NOVEMBER 2021</b>		
<b>DURATION</b>	<b>3 HOURS</b>	<b>MARKS</b>	<b>100</b>

### **NORMAL EXAMINATION**

Examiner: Mr. Jona Heita

External Moderator: Dr. H.H. Bartis (Nelson Mandela University)

This question paper consists of 2 page including this front page.

#### **Instructions**

- 1. Answer all the questions.**
- 2. Number your questions correctly.**
- 3. Please submit your answers on Moddle as either PDF or Microsoft word format.**

## GHT 3582 CUSTOMER RELATIONS IN TOURISM NORMAL EXAMINATION

1. Use your day to day experience of customer service delivery in Namibia to answer the questions below.
  - (a) Describe the state of customer service in Namibia according to your personal experience. Provide **one** justification for your answer. [2]
  - (b) Provide **two** recommendations that managers in the tourism industry can use to improve the state of customer service delivery in Namibia. [2]
2. Describe any **four** dimensions of excellent customer service. [8]
3. In your own words, state the relationship between customer expectations, customer satisfaction and customer loyalty. Also explain how these concepts impact business performance. [8]
4. The management of Wilderness Safari Namibia is planning to implement customer retention as a business strategy.
  - (a) Distinguish between positive and negative customer retention strategies. [4]
  - (b) Recommend in detail any **five** strategies that the Wilderness Safari Namibia can use to retain its customers. [10]
  - (c) Provide any **three** reasons why businesses in the tourism industry in Namibia would be interested to have relationships with their customers? [6]
5. The following questions are related to customer service training.
  - (a) Describe any **four** reasons why it is important for Namibia Tourism Board (NTB) to conduct customer service training for employees in the tourism industry in Namibia. [8]
  - (b) Provide any **four** reasons why it is important to consider customer feedback when conducting customer service training. [8]
  - (c) Describe **four** challenges faced by managers in tourism industry with regards to customer service training of staff members. You should also suggest any possible methods to overcome such challenges. [8]
6. Using any **five** arguments, support the statement that “a customer is not always right”. [10]
7. The following questions are related to customer complains of services:
  - (a) Suggest any **four** reasons for customer complains in tourism businesses. [8]
  - (b) Suggest any **five** strategies of feasible approaches to deal with complaining customers. [10]
8. Design a questionnaire that would be relevant to obtain feedback from customers in an accommodation establishment. Your questionnaire should have at least **four** questions. [8]

[TOTAL: 100 MARKS]