



MANICALAND STATE UNIVERSITY OF APPLIED SCIENCES

**FACULTY OF AGRIBUSINESS AND APPLIED SOCIAL
SCIENCES**

DEPARTMENT OF TOURISM, HOSPITALITY AND LEISURE SCIENCES

MODULE: TOURISM AND HOSPITALITY INNOVATION PROJECT

CODE: 416

SESSIONSL EXAMINATIONS

APRIL 2024

DURATION: 3 HOURS

LECTURER: DR C. NJEREKAI

INSTRUCTIONS

- 1. Answer **any four** questions*
 - 2. Each question carries 25 marks*
 - 3. Total marks 100*
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QUESTION 1

(a) With reference to examples from the tourism industry, explain any four (4) characteristics of innovations. [16 marks]

(b) Citing examples from the tourism industry, explain the following types of innovations;

(i) Product innovation [3 marks]

(ii) Process innovation [3marks]

(iii) Service innovation [3 marks]

QUESTION 2

You have been recently promoted to be the new manager for a 4-star hotel. Discuss 5 strategies you would employ to cultivate an innovative culture within the hotel. [25 marks]

QUESTION 3

(a) Explain the following models of tourism innovation;

(i) Serendipity model [5 marks]

(ii) The interactive model. [5 marks]

(b) With reference to examples, assess the applicability of these models to the tourism industry. [15 marks]

QUESTION 4

(a) What is knowledge management in relation to tourism and hospitality innovation?

[5 marks]

(b) Discuss any five (5) knowledge management tools you can employ to aid innovation within tourism organisations. [20 marks]

QUESTION 5

(a) With reference to examples, explain how the following tools can be used to protect tourism and hospitality innovations:

(i) Copyrights [3 marks]

(ii) Trademarks [3 marks]

(iii) Patents. [3 marks]

(b) Discuss any other 4 ways which tourism innovators can resort to, to protect their innovations. [16 marks]

QUESTION 6

With reference to examples, identify and provide an in-depth explanation of any five (5) sources of innovation in the tourism and hospitality industry. [25 marks]

END OF EXAMINATION!