

**FACULTY OF HOSPITALITY & TOURISM
SCHOOL OF HOSPITALITY****FINAL EXAMINATION**Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) : _____

Course Code & Name : **HOS2023 SUSTAINABLE OPERATIONS IN HOSPITALITY & TOURISM**
Semester & Year : January-April 2020
Lecturer/Examiner : Ms. Dewi Pratomo
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 1 part:

Case Study : **TWO (2) Case study questions. Submit your answer in the platform**
(100 marks) **provided within 4 hours**

2. This question paper must be submitted along with answer script and or graph paper (if any).

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College.

Total Number of pages = 4 (Including the cover page)

Part : CASE STUDY QUESTIONS (100 Marks)

INSTRUCTION(S): TWO (2) Case study questions. Submit your answer to the platform provided within 4 hours.

1. Intercontinental Hotel

InterContinental Hotels Group PLC (IHG) is a leading global hospitality group, with over 3,300 hotels across nearly 100 countries and territories. The company was established in April 2003 following the separation of Six Continents' hotels and soft drinks businesses from the retail business.

In the area of corporate social responsibility (CSR) IHG is involved in many initiatives aimed at reducing its impact on society, for example energy and water conservation. The focus of this briefing is on its engagement with charities and how it has helped their business. In 2002 IHG donated over £2.1 million in cash and kind to charities who were active in their core interests of Community, Employees, Arts, Youth & Education, Environment and Human Rights. Those supported included UNICEF, the September 11 Fund, Victim Support, Children In Need, the Red Cross, Water Aid, WWF, UNEP and Give Kids the World. With the help of customers, guests and employees on average an additional £8 million is raised per year for good causes.

IHG undertakes CSR activities because successful local engagement is essential to the company's operations. IHG has supported charitable organisations since 1977. Historically, the group took an old fashioned philanthropic approach, responding to multiple requests from a variety of organisations as long as the request matched their core areas of interest. However, that approach was somewhat unfocussed and there was no way of quantifying what these donations achieved so the company found it difficult to get employee buy-in. The group developed a new approach that reflected a desire to be more transparent and promote greater engagement. Its partnership with the United Nations Children Fund (UNICEF) 100% campaign has helped them do this. The company formally adopted UNICEF as one of its main global charitable partners in 2001. The group has pledged to donate £100,000 each year during the three-year partnership, as well as inviting employees to raise money via local fundraising events. UNICEF have helped IHG quantify what its' donations can actually buy, right down to the level of 6 pence for a pencil. This level of detail allows both employees and customers to easily identify what their fundraising efforts achieve and so encourage greater engagement.

The money raised in 2002 has funded a project promoting education in rural areas in the Philippines, which is helping children gain access to education in a number of ways. Local teachers need training in multi-grade teaching, as well as new curriculum materials but as multi-grade schools are generally in rural and isolated areas, facilities can be inadequate. IHG is helping to upgrade these schools with sanitation facilities as well as library and science equipment, workbooks and classroom materials. IHG has linked its CSR activities in with their overall business strategy as it makes what the groups' supports in the community have real relevance to operational employees. The General Manager of each hotel has the freedom to identify the local charitable cause that the employees and guests will raise money for. It does

not always have to be UNICEF. The group's employee Community Awards programme also encourages employee engagement. By promoting greater engagement the group is encouraging employees to understand and respect the community.

- a. The four CSR activities of InterContinental hotels are as follows. *Innovation, Collaboration, Environment and Community*. Discuss **FOUR (4)** Corporate Social Responsibility focal areas of the framework of the "InterContinental hotel group" and give example for its application in any of those focal areas. (10 marks)
- b. IHG also recognises investor relations as being a key driver for CSR activities. "With increasing focus by investment advisors and agencies with rating indices it's important that we are seen as a business to invest in". External observers have noted IHG's performance in corporate governance, brand management, employee development. One of the CSR activities is creating local economic through IHG Academy programme. Discuss this CSR action for the one key driver in investor relations (10 marks)
- c. Analyse **FOUR (4)** main benefits that have been gained from IHG's community activities (20 marks)

2. Australia's exclusive island resort

Bedarra Island

Bedarra is Australia's most exclusive island resort. There are just 16 villas on the island catering to just 32 guests. No day trippers and no children under 15 of age are allowed on the island to intrude upon your privacy. Each of the spacious two level villas is crafted from native timbers and feature separate living areas with private balcony providing ocean views. The open bar is stocked with domestic and imported beers, champagne, fine vintage reds and whites, spirits and liquors. For additional fees you can also enjoy game fishing tours and excursions to the Great Barrier Reef.

Heron Island

Situated on the Barrier Reef, Heron is a coral bay, rich in natural beauty and wildlife. Life in Heron is very special, stress is replaced by a sense of adventure and your days are filled with discovery. Accommodation is offered in three styles, Heron suites, Reef suites and the Turtle cabin. There is a range of water sport to enjoy including snorkelling, reef fishing and scuba diving. With additional fees you can enjoy many activities such as travelling by seaplane, motor launch and helicopter. Many of activities on the island are free including wind surfing, catamarans, sailboards, tennis, six-hole pitch and putt golf course, nightly entertainment and guided forest walk.

Source: "Jetset Round the World" Brochure, 1998

- a. Refer to the "Jetset Round the World Brochure" above and critically evaluate **FOUR (4)** factors in which the growth of exclusive small island resort complexes can impact sustainable tourism (20 marks)

- b. Propose **FOUR (4)** measures planning initiatives that governments at national, regional and local levels can implement to encourage sustainable tourism. (20 marks)
- c. Propose and discuss **FOUR (4)** policies that governments at national, regional and local levels can implement to encourage sustainable tourism (20 marks)

END OF EXAM PAPER