



**FACULTY OF HOSPITALITY AND TOURISM
SCHOOL OF HOSPITALITY**

FINAL ALTERNATIVE ASSESSEMENT EXAMINATION

Course Code & Name : **HOS1103 – INTRODUCTION TO HOSPITALITY AND TOURISM**
Trimester & Year : January – April 2020
Lecturer/Examiner : Nor Hazwani Mohd Din
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (10 marks) : TEN (10) multiple choice questions. Answers are to be written in the Answer Sheet provided.
PART B (90 marks) : FOUR (4) ESSAY questions. Answers are to be written in the Answer Booklet provided.
2. Please make sure all the answer must be type in the answer booklet provided
3. Please SAVE the file in a PDF/WORD format and using the file name : HOS1103 (Student ID)
Example; HOS1103 (B1012019324)
4. Answer to be submitted along with Student Declaration Form attached in the answer booklet.
5. Answer Booklet to be submitted via CN email to CN ID NB315; Nor Hazwani Binti Mohd Din within 3 hours.

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.

PART B :

INSTRUCTION(S): Answer **ALL** questions in the Answer Booklet(s) provided.

1. The hospitality and tourism industry is the largest and fastest-growing industry grouping in the world. In fact, the U.S Bureau of Labour Statistics estimates that there approximately 14 million people working in the hospitality, tourism and leisure industry. As diverse as the hospitality and tourism industry, the scope in these industry do relate with each other.
 - a) Discuss the scope of the hospitality and tourism industries and give **ONE** example each of the scope. (15 marks)
 - b) Give example the interrelated nature of hospitality and tourism activity. (5 marks)
2. The hospitality industry is also called the service sector and it's a board of category about service industry. Our businesses are open 365 days a year and 24 hours a day. In a hospitality industry, we constantly strive for outstanding guest satisfaction, which leads to guest loyalty. In order to fulfil the guest satisfaction, it's lead towards characteristic of the service industry.
 - a) Explain and provide example for each of the characteristic in service. (12 marks)
 - b) Discuss **FOUR (4)** current trends in the hospitality industries. (8 marks)
3. The lodging industry is a billion industry that includes approximately 53,000 properties with almost five million guestrooms. This is an industry that continues to growth time to time by way of franchising and management contract. The lodging properties also may be classified according to the geography, location, price and types of service offered. This allow guest to make their selection on these categories as well as personal criteria.
 - a) What are the advantages of a management contract and franchising? Discuss their impact on the development of hotel industry. (10 marks)
 - b) Identify **FIVE (5)** classifications of the lodging properties and provide example each of them. (20 marks)
4. As an event manager, you've been hired by telecommunication company to organize their latest product launching next month. By referring to event planning process diagram, discuss the process of the event. (20 marks)

END OF PAPER