

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

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Student ID (in Words) : _____

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

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 case studies :
Part A (60 marks) : Three (3) Case study questions. Answer all questions in the space provided
Part B (40 marks) : Two (2) Case study questions. Answer all questions in the space provided
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

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)

Final Assessments / Examinations HONOUR AND AUTHENTICITY DECLARATION

This form must be completed, signed and dated and either attached or submitted electronically for each final examination you take, including those taking place online or in your personal study time. You are advised to keep a copy of this form.

Student name	
Student ID number	
Programme	
Course code and title	
Final examination format	
Lecturer's name	
Date of submission	

PLEASE READ THE FOLLOWING STATEMENTS AND SIGN BELOW TO INDICATE THAT YOU HAVE SATISFIED THESE REQUIREMENTS.

1. I declare that this final examination is completely my own work, demonstrates my own abilities and knowledge and does not involve plagiarism or teamwork other than that authorised for this final examination.
2. More specifically, I declare that I have not contracted another person to do the work for me or allowed another person to edit and substantially change my work.
3. I have taken proper and reasonable care to prevent this work from being copied by another student.
4. I declare that my work for this final examination has not been submitted for assessment in any other course or programme within BERJAYA University College or elsewhere.
5. I am aware of and understand BERJAYA University College's plagiarism and academic dishonesty policies and that an infringement of this declaration leaves me subject to disciplinary actions and penalties.

Student signature _____ Date _____

PART A : THREE (3) Case study questions (60 marks)

INSTRUCTION(S): Answer all questions in the space provided

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 PART A

PART B : TWO (2) Case Study questions (40 marks)

INSTRUCTION(S): Answer all questions in the space provided

Sea Rocket Bistro

A hardline local, sustainable seafood bistro in North Park, California—closed its doors after five and a half years. It's not alone. North Park's local food trailblazer The Linkery recently shuttered. The owner of The Local Habit in Hillcrest sold his operation, too.

It's raised a question: Just how hard is it to do a local, sustainable restaurant?

Fans of the Sea Rocket loved them for their principles as much as their food. Every restaurateur talks about being local and sustainable, but very few stick to their guns when they take a look at the real costs in doing so. Sea Rocket was militant about their ethics, which ultimately lead to their closing.

Partner Elena Rivellino gives a rare insiders look at how the numbers play out. The cost of doing business for a locally sourced, sustainable-only foods restaurant is so high. You do have to pay for quality, but we just felt that we couldn't charge high-end, fine-dining prices in a casual neighbourhood bistro in North Park, so we just didn't get the mark-up we needed on a lot of our menu items. We wanted to be reasonably priced to best serve the area, which means we probably should have picked a different kind of food to serve, because seafood is notoriously expensive compared to any other food you could focus on.

All of the lobster gets sent to Asia where people will RM50/kg or whatever. We as a business and diners have been priced and pushed out of the market for this seafood. It's being shipped halfway around the world, adding to pollution, etc. while most of the west coast and other parts of this country import much cheaper, different lobster from places like Maine, or Mexico.

We ordered ingredients from lots of different sources day to day. We couldn't consolidate trucking/shipping charges with one bigger company. Also, we made everything from scratch in-house—dressings, sauces, spice blends, and use creative culinary techniques like sous viding, smoking, curing, etc.

Some consolidation of distribution costs for local goods is absolutely needed in order for this business model to work. Most places, farms and other vendors, etc. now charge a fuel surcharge every single time they bring something to you, no matter how much or heavy or expensive it is. That adds to your bottom line of ingredient cost.

San Diego Magazine, Troy Johnson, 2013

1. Compare and contrast the practices of sustainable operation in food and beverage management. (20 marks)
2. Propose **FIVE (5)** ideas to support the implementation of sustainable restaurant. (20 marks)

END OF EXAM PAPER