



FACULTY OF HOSPITALITY & TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : HOS2023 SUSTAINABLE OPERATIONS IN HOSPITALITY AND TOURISM
Semester & Year : SEPTEMBER- DECEMBER 2021
Lecturer/Examiner : Ms. Haryati
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
SECTION A : FIVE (5) short questions. Answers are to be written in the Answer Booklet provided.
SECTION B : TWO (2) case study questions. Answers are to be written in the Answer Booklet 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)

PART A : SHORT ANSWER QUESTIONS (60 MARKS)

INSTRUCTION(S) : FOUR (4) short answer questions. Write your answers in the Answer Booklet(s) provided.

1. Sustainability is the ability to exist constantly. In the 21st century, it refers generally to the capacity for the biosphere and human civilization to coexist. Sustainability is defined through the following interconnected domains or pillars: environment, economic and social in many fields. More than that, sustainability implies responsible and proactive decision-making and innovation that minimizes negative impact and maintains balance between ecological resilience, economic prosperity, political justice and cultural vibrancy to ensure a desirable planet for all species now and in the future. There are factors that encourage sustainability to be able to maintain the balance. Discuss **FIVE (5)** factors that encourage sustainability in hospitality and tourism. (20 marks)

2. According to UNWTO Sustainable principles refer to the environmental, economic, and sociocultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability. Discuss the **3 (THREE)** pillars in sustainability. (15 marks)

3. Ecotourism (also called sustainable tourism) can be defined by a variety of travel practices, but it all comes down to a general set of ideas. As an eco-tourist, you decide to travel in a way that shows respect to nature and does not contribute to its degradation. Discuss the concept of Eco-tourism give example and propose **FIVE (5)** ways to achieve eco-tourism (15 marks)

4. Most of the countries of the world are struggling to deal with their waste problems. Poor management of waste impacts on the public health of entire communities and cities; pollutes local water, air and land resources; contributes to climate change and ocean plastic pollution; aids climate change and hastens the depletion of forests and mines. Discuss why waste has to be managed effectively and propose the actions to manage waste in the hospitality industry (10 marks)

END OF PART A

Part B : CASE STUDY QUESTION (40 Marks)

INSTRUCTION(S) : TWO (2) Case study questions. Write your answers in the answer booklet provided.

The Challenges Restaurants Face in Going Green

In the fast changing dynamics of the restaurant industry today, the mission of food service entrepreneurs is going through a significant transformation. Not only is there more pressure than ever to deliver a high quality consistent product in a hospitable and attentive atmosphere, operators have begun to realize they have a greater responsibility to give back to their local community and in particular become proactive stewards of our precious environment.

Over the past decade, the call to adopt restaurant sustainable practices has continued to grow. These practices in many cases have become integral parts of the restaurants vision and contribution to their community. In particular, there's been a significant increase in an understanding of strategies restaurants could utilize in the areas of energy and water efficiency, the use of low or non-toxic cleaning and pest control products and the utilization of waste management practices to counter the enormous waste that occurs in restaurant operations. These strategies have often proven to also be a profit bonus to operators who use them intelligently.

Innovative technologies in the area of monitoring waste have become as easy to use as pressing a few buttons on a smart phone. Chefs have become more motivated to come up with creative uses for once thrown away product. Local governments and utility companies have provided financial and equipment incentives to restaurant operators who agree to install energy or water efficient equipment or incorporate other sustainable practices. Surveys have shown that the consumer looks more favorably upon restaurants who promote green practices. (Effects of Restaurant Green Practices, Jeong and Jang, 2010).

In addition it has been found, that a business that adopts sustainable practices is more likely to retain staff and have staff operate at a higher level of productivity.

There are several key reasons for restaurants resisting restaurant sustainable practices. For one, most small independent restaurant operators are overwhelmed with the day to day pressures of running their businesses. To them, the impact of an overdue produce bill, a sudden drop in brunch business or a sump pump seizing up and dying are all problems that appear much more tangible and immediate.

Those challenges are much easier to grasp than the impact of buying energy efficient equipment and seeing savings over time or noticing the impact of non-toxic cleaning chemicals or good waste management practices over time. Most operators tend to think in terms of short term solutions to short term problems. Cash flow is invariably a constant daily issue that influences what an operator thinks about as they go through their day.

Secondly, there is a common misconception that restaurant sustainable practices cost more. This is often due to a lack of understanding. Again, that understanding takes time which most operators never seem to have and the tangible results from that understanding are not as immediate as the other issues they face.

Thirdly, sustainable practices don't appear to be what their core restaurant business is supposed to be about which to many of them is just serving good consistent food in a pleasant and friendly atmosphere.

Taken from : The International Network of Hospitality Consulting Professionals (2021) *The Challenges Restaurants Face in Going Green and What to Do* <<https://cayugahospitality.com/alan-someck/alan-someck-restaurant-sustainable-practices/>>

1. Evaluate **FIVE (5)** challenges faces by restaurants to implement sustainable and give examples.
(20 marks)
2. Propose **FIVE (5)** policies to be implemented to overcome the challenges mentioned above.
(20 marks)

END OF EXAM PAPER