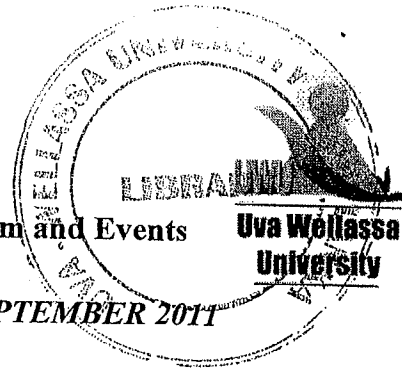


**Uva Wellassa University**  
**Faculty of Management**

**Degree of Bachelor of Business Management in Hospitality, Tourism and Events Management**

**FIRST YEAR SECOND SEMESTER EXAMINATION – AUGUST/SEPTEMBER 2011**

**HTE 102 - 2 Practice of Hospitality**



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**Instructions to candidates:**

No. of pages : Five (05)

No. of questions : Five (05) Structured

: Four (04) Essay

Time allocation : One (01) hour and forty (45) minutes

Marks allocated : 90 Marks

Do **NOT** remove the question paper from exam hall

Index Number:

## Part C – Essay Questions

Answer **only three (03)** questions from Part C including question **number one.**

Marks allocated for part C: 55

1. Carefully study the following case and answer the question given below.

### **“The Times hotel and its service”**

The new owners of The Times Hotel have just boarded a plane at a city in Asia. Their stay in the Mandrian Hotel was superb. The attention to service was excellent, and they felt quite pampered. During the flight, one of the owners reads an article in a popular magazine concerning the mediocre service in hotels in the United States. The article details the lack of concern for the guest in many properties, the high cost of hotel rooms, and the abrupt attitudes of the hotel staff. The owners think of their hotel and realize that many of the problems mentioned in the article can be found at The Times Hotel.

The next day, at the general staff meeting, the owners share their concerns with the management staff. As the group listens attentively, they cannot help but think, “We have heard this before—another idea from the owners that will make more work for our already overworked staff.” However, this time, the owners declare they don’t know where to begin; they feel overwhelmed by the size of the problem. “Let’s develop a plan,” they suggest. All managers must do some research on this topic and return for a brainstorming session in two weeks. The front office manager, Ana Carolina, finds this to be a challenge! She has read some of the articles on service management in the trade journals and decides to do more research on the topic. Through her reading, Ms. Carolina learns that there must be a financial commitment by the owners and a managerial commitment by the staff to make this work.

If the employees become involved in the planning stages, it should work just fine. She thinks that getting the cooperation of the employees will be easy if the owners pledge their financial commitment. She guesses that the rest of the management staff will probably halfheartedly go along with the project—if it is forced on them. At the scheduled brainstorming session, Ana outlines her findings. The owners are reluctant to incur additional expenses to motivate employees. The owners respond, “Let’s find some more creative ways.” The other managers suggest preparing posters with photos of employees who do a good job, placing names of employees who do a good job on the marquee, and placing a suggestion box in the employee lunchroom. Continued focus on the financial aspects distracts the group from discussing the content of a service management program. After two hours of futile effort, the owners decide to table the service management program.

- i. Explain four (04) hospitality service management techniques. 8 marks
- ii. If you were the front office manager, what would you include in your presentation for developing an effective service management program? 7 marks

2. i). Describe the Strengths, Weaknesses, Opportunities and Threats, that could be identify in the hospitality industry in Sri Lanka. 12 marks
- ii) "India, being a rich cultural destination, has a high competitive advantage within the hospitality industry, when comparing to Sri Lanka." Do you agree with this statement? Why or why not? 8 marks
3. i) Discuss the essentials of a good sports and events tourism destination? 6 marks
- ii) Discuss the difference between inland tourism and cruise tourism 7 marks
- iii) Explain advantages and disadvantages of cruise tourism in Sri Lanka. 7 marks
4. Explain the roles of four major functional departments in a hotel. 20 marks

