

UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level II – Semester VII)

Examination – July 2018

HLM 2204-Managing Technology In Hospitality Industry

Two (02) Hours

Answer **FOUR (04)** Questions including **Question 1**

1. "Gold star" is a five star hotel which attracts many local and foreign guests. According to recent statistics customers are not happy about facilities provided by the guest rooms. Therefore, general manager Mr. Gayan Karunathilaka has planned to improve the guest room experience by introducing a Room Management System. Currently only a television and a mini refrigerator are available in rooms and guests communicate with the staff by using a telephone.
- i. Identify room management functions available in a room management system. (02 Marks)
 - ii. Mr. David Fernando the manager of the Finance department is unhappy about this new decision as he believe it supports only the housekeeping department. Do you agree with Mr. Fernando? Briefly explain. (03 Marks)
 - iii. How reports generated from a room management system supports for decision making process of the hotel? (05 Marks)
 - iv. The hotel is currently running a "Go green" programme with the aim of reducing energy consumption. Explain how Mr.Karunathilaka's new decision can support for the "Go green" programme. (07 Marks)
 - v. Suggest a few room management techniques for "Gold star" to improve its guest experience. (08 Marks)

(Total 25 marks)

2. "Blue sky" is a global hotel chain which operates in the Asian and European regions. The chief information officer Mr. Philip Fedric has planned to introduce a new property management system for the hotel chain with the aim of improving business operations.

- i. Identify challenges and obstacles faced by Mr. Fedric when planning the new system. (05 Marks)
- ii. Suggest a few management solutions in order to reduce those obstacles. (05 Marks)
- iii. What are the security challenges and vulnerabilities faced by information systems in a global environment? (07 Marks)
- iv. How can Mr. Fedric ensure the security and safety of the property management system? (08 Marks)

(Total 25 marks)

3. The hotel industry is going through a period of unparalleled, irreversible changes and will look very different in 2025. Trends in technology, entertainment, energy and science will vastly change the hotel experiences for travellers. Explain at least eight (08) future technology trends in the hospitality industry which will be experienced by future travelers.

(Total 25 marks)

4. Hotel managers and owners recognize that technology is a key component in growing their business and improving their business operations. Thus many hotels have installed front office and back office information systems.

- i. What are the advantages of investing in IT in the hospitality industry? Briefly explain citing real world examples. (05 Marks)
- ii. How do you define front office systems and back office systems? Provide at least three examples for each type of system. (05 Marks)
- iii. Front office staff are the people who directly generate revenue for the company, and the front office largely consists of client-facing roles. However with the developments in IT the front desk activities have changed and have been substituted with the IS. How does it influence the revenue generation of the hotel? Do we still need the concierge? (07 Marks)
- iv. A Human Resource Information System (HRIS) provide support for different levels of employees in the hotel. Briefly explain how it supports the decision making process of the hotel. (08 Marks)

(Total 25 marks)

5. Restaurant Management Systems are crucial technology components that enable hotel or a hotel chain to better serve its customers and aid employees with food and beverage transactions and controls.

- i. What are the necessary hardware components of a Point-of-Sales (POS) system? Describe each component briefly. (05 Marks)
- ii. How Point-of-Sale system support restaurant management functions? (05 Marks)
- iii. How do mobile technologies influence restaurant management activities in today's business environment? (07 Marks)
- iv. How can managers use menu management applications to improve the profitability of their operations? (08 Marks)

(Total 25 marks)
