

UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level II, Semester V) Examination 2017

HLM 2300 – Fundamentals of Hospitality Business

Three (03) Hours

Answer FOUR (04) Questions in all INCLUDING Question No. 1

1. Three Hats is a restaurant owned and operated by Mr. Adam Dunhill - a celebrity chef of the country. After working in reputed hotel chains for twenty-five years Adam decided to start an up-scale restaurant in the city. His popularity and name for making innovative local food soon attracted many customers to the restaurant.

Since Adam has been in the industry for a long time, he took all the management activities of the restaurant to his own hands. From the decision of what should go on the menu to scheduling restaurant activities he single handedly managed all relevant functions. Sometimes when the crowd is more he found it difficult to manage all these responsibilities on his own. However, because this issue comes only about three days a week (usually on Friday, Saturday and Sunday) he does not consider this a problem.

In addition to this concern, six months into the launch of the restaurant Adam is shocked to see the crowd dropping one week after the other and many guest complaints started coming in. Some of these complaints are highlighted below;

- Complaint 1: "I came to have dinner with my wife and two children last week and we had to stand and wait till a table became vacant for us. When a table was vacant, it was not given to us but someone else who came afterwards because he knew the chef! That was unbelievable."
- Complaint 2: "I had lunch here last Friday with some of my friends from another country because they wanted to try local food. When we were ordering, one of my friends asked the waiter for an explanation of a menu item and the waiter did not know about it. Then, when

my friend questioned the waiter about something else, he looked angrily at him. So overall the service was really bad”.

- Complaint 3: “The waiters here expect a tip from all the guests and react very rudely if we don’t tip them!”
- Complaint 4: “I called and asked if there are vacant tables at the restaurant before coming and they said yes. When I arrived the place was so full and I had to wait for almost an hour. Terrible coordination!”

Now, Adam is really worried and he has thought of getting outside help to solve the issues he is facing to get his restaurant back on track.

Answer the following questions using the information presented in the case above and your understanding of the hospitality industry;

- i. It is evident that Three Hats is making some common mistakes that organizations in the hospitality industry usually make. Explain these mistakes with reference to the case.
(08 marks)
- ii. Briefly explain the root cause of the mistakes you identified in (i) above.
(05 marks)
- iii. Explain how Adam can solve the issues his business is currently facing.
(12 marks)

(Total 25 Marks)

2. Hosting special events as a tourist attractor is common all over the world today.

- i. Discuss the nature of special events within the context of hospitality and tourism.
(05 marks)
- ii. Select one special event of your choice and discuss the event planning process of that selected event.
(15 marks)
- iii. List the benefits of hosting special events at a national level.
(05 marks)

(Total 25 Marks)

3. Development in ICT has changed the way travel, tourism and hospitality industry is operated.

i. "Use of ICT in travel, tourism and hospitality is a good thing". Do you agree? Justify your answer.

(07 marks)

ii. There are six (06) types of ICT related innovations that can be done in travel, tourism and hospitality. Explain these with examples.

(18 marks)

(Total 25 Marks)

4. Gaming and entertainment is a major sector of the hospitality industry.

i. Briefly explain the terms gaming and entertainment.

(04 marks)

ii. Explain the following:

a) The difference between gaming and gambling.

(08 marks)

b) Who are more profitable for the industry? Gamers or gamblers?

(04 marks)

iii. Briefly explain the reasons why the gaming and entertainment industry is growing at a global level.

(05 marks)

iv. List out the adverse effects of the gaming and entertainment industry.

(04 marks)

(Total 25 Marks)

5. Write short notes on any five (05) of the following:

- i. Guestology
- ii. User generated content
- iii. Star rating system
- iv. Quick service restaurants
- v. Homestays
- vi. MICE industry
- vii. Concierge

(05 marks X 5 = 25 Marks)