

**UNIVERSITY OF COLOMBO, SRI LANKA**  
**FACULTY OF MANAGEMENT AND FINANCE**

Bachelor of Business Administration (Level II – Semester VII)  
Examination – July 2017

**HLM 2204-Managing Technology in the Hospitality Industry**

Two (02) Hours

Answer **FOUR (04)** Questions

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1. “Pacific” hotel is a five star hotel located in Kandy, attracting for local and foreign guests. Mr. Prabhath Ranasinghe front office manager, recently thought to introduce a mobile app to the hotel in order to provide a better service to the guests. Before he talks this with Mr. Rohan Fernando, director of “Pacific” hotel, he needs your help to find information regarding the mobile apps in hospitality industry.
- i. What are the reasons for having a mobile app for hotels?  
(05 marks)
  - i. What are the features that you would suggest to include in the mobile app?  
(05 marks)
  - ii. How mobile app can use to enhance the guest’s journey at all stages; pre stay, stay and post stay?  
(07 marks)
  - iii. In order to get an idea about features of the mobile app, state three recommended travel apps to Mr.Prabhath Ranasinghe .  
(03 marks)
  - iv. Explain the key criteria for mobile apps benchmarking.  
(05 marks)
- (Total 25 Marks)**

2. The hotel reservation system will provide service to on-line customers, travel agents, and administrators.

i. Who is a digital guest? (05 marks)

ii. Discuss the role of online Travel agents.

(06 marks)

iii. What are the Reservation Records that you can get from the on line reservation system on a guest? (06 marks)

iv. What are the Front-end and back-end functions of on line reservation system?

(08 marks)

**(Total 25 Marks)**

3. A Property Management System (PMS) offers some valuable benefits to the hotels in maintaining their services of high quality and standards, unmatched to their competitors.

i. What is PMS? (05 marks)

ii. Briefly explain the add on features of PMS for five star hotel.

(10 marks)

iii. Briefly explain the framework for security and control of PMS.

(10 marks)

**(Total 25 Marks)**

4. Today guests expected a personalized, connected, intuitive digital experience from guest rooms.

i. What are the room management system functions? (05 marks)

ii. Briefly explain the types of reports which are generated from room management system.

(05 marks)

iii. Discuss the importance of energy management system to the hotel. (05 marks)

iv. Discuss various room management techniques that can be implemented in five star hotel.

(10 marks)

**(Total 25 Marks)**

5. Technology has become critical in attracting and retaining hotel guests, and today's business invest a wide range of solutions for keep better personal engagement. Trends in hospitality keep changing time to time with the help of technology. Explain the future technology trends in hospitality industry suggesting at least eight (8) trends.

**(25 Marks)**