

Hospitality Controlled Assessment

SECTION 1

Scenario

A class of secondary hospitality students are going on a visit to a five star hotel in Malta.

As an employee at the hotel, you are requested to give an introduction of the hospitality and tourism industry in Malta. Your aim is to encourage students to further their studies in this sector.

Question 1

(K1 – 4 marks)

a. Together with the students, match the correct definition of the following words.

A	Travel		The practice of travelling for pleasure or the business of offering information, accommodations, transportation and other services to tourists
B	Tourism		One that makes a tour for pleasure or culture
C	Tourist		Is the provision of accommodation, food and beverage, entertainment and other services for guests, visitors, travellers and tourists
D	Hospitality		Make a journey, typically of some length

(2 marks)

b. Briefly explain the differences between domestic and inbound tourism.

Types	Explanation
Domestic	
Inbound	

(2 marks)

Question 2

(K3 – 4 marks)

Describe to the students the principles and benefits of sustainable tourism.

a. Describe two principles of sustainable tourism.

(2 marks)

b. Describe two benefits that a four star hotel could obtain when choosing to be sustainable.

i. _____

ii. _____

(2 marks)

Question 3

(C1 – 6 marks)

The table below shows the number of jobs created by the travel and tourism sector in Malta in 2013 and the contribution to GDP.

	Number of jobs	Contribution to GDP
Direct jobs only	25,000	€ 957.5 million
Direct and Indirect	45,500	€ 1,798.8 million

Source: WTTC Travel & Tourism Economic Impact 2014
Table 1

Review the information shown in Table 1 to evaluate how direct and indirect employment in the tourism sector has an impact on the Maltese economy. Bring the information together to form three conclusions.

- _____

- _____

- _____

(6 marks)

Question 4

(K7 – 4 marks)

Briefly describe the following main staff categories in the hospitality business and give two responsibilities of each.

a. Manager:

Description:	
Responsibilities and work routine:	

b. Operative Personnel:

Description:	
Responsibilities and work routine:	

(4 marks)

SECTION 2

Scenario

The students’ tour around the Hotel has finished. They have realised that one important aspect of a successful hospitality business is to maintain good communication with staff and customers and to show good customer care at all times. You have engaged in an interesting discussion about the topic with the students.

Question 5

(K8 – 4 marks)

a. Define the term ‘customer’.

(½ mark)

b. List three types of internal customer and three types of external customers.

Internal Customers	External customers

(3 marks)

c. Inform the students that there are some groups of people who require extra help than others. List an example of a group of people who needs special assistance.

Group of people who need extra assistance	<p><i>e.g. Elderly</i></p> <hr/>
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(½ mark)

Question 6

(C3 – 6 marks)

A student asked about why is there such an emphasis on offering good customer care. **Evaluate** the benefits of good customer service by listing four benefits to the business and four benefits to the individuals themselves working in the business. Also, list two disadvantages of lack of/improper customer care.

a. List 4 benefits of good customer service to the business:

- _____
- _____
- _____
- _____

(2 marks)

b. List 4 benefits of good customer service to the individuals working in the business:

- _____
- _____
- _____
- _____

(2 marks)

c. List 2 disadvantages of lack of/improper customer care.

- _____
- _____

(1 mark)

d. Why is it important to work well in a group as a team?

(1 mark)

Question 7

(K10 – 4 marks)

Mandy is a receptionist at a five star hotel. Last year, Mandy won the ‘Employee of the year’ on this basis of serving the guests to the utmost and completing her job perfectly. She is well known for her good verbal and non-verbal communication skills.

a. Give a definition of verbal and non-verbal communication.

Verbal Communication:

Non-Verbal Communication:

(2 marks)

b. Mandy uses good speech and eye contact with guests. Give one advantage and one disadvantage of these types of communication.

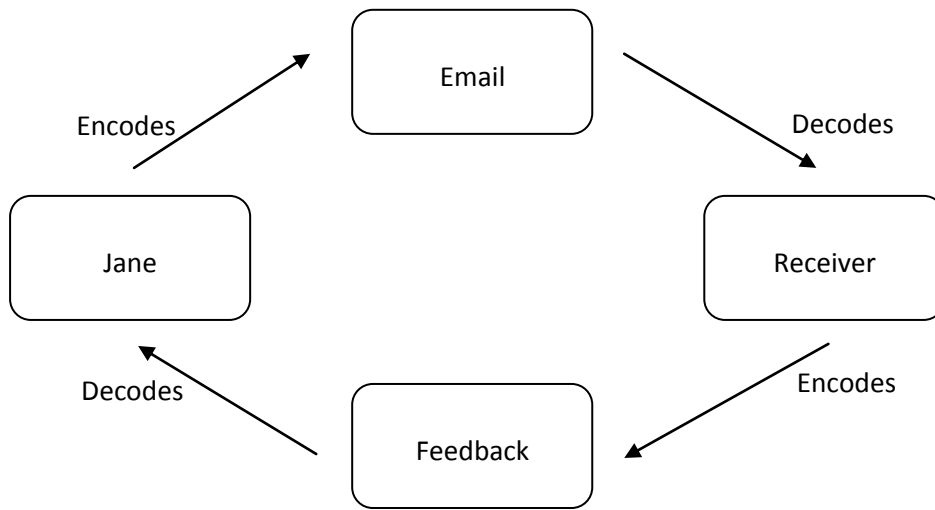
	Advantage	Disadvantage
Greeting		
Makes eye contact		

(2 marks)

Question 7

(C5 – 6 marks)

David is an HR manager at a 5 star hotel while Jane is a Food and Beverage Manager. The following diagram explains the communications cycle between them.



a. Using the above diagram, explain how the communication cycle works,

(4 marks)

b. List 4 different types of communications used in the hospitality industry.

(2 marks)