Worksheet Instructions

NOTE: Once you have completed and submitted all the questions you must submit the worksheet using the link available at the bottom of the worksheet, or on the top right of the worksheet.

Week 1 - Service and the Travel and Tourism Industry

Contents

- Worksheet
- Appendix A - Resources

Worksheet

This worksheet covers chapters 1 and 2
Welcome to the course on Hospitality Today!

Please read the files under "Study Information" on the left under Resources. These include:

- Course Outline and Outcomes
- Tutorials for Hospitality Today

NOTE: You are required to use the text book "Hospitality Today an Introduction (103) Rocco M. Angelo & Andrew N. Vladimir, Sixth Edition".

Each worksheet covers two or more chapters. For each chapter you are required to do the following:

- Tutorial test (10% of course mark)
- Written submission (30% or course mark)
- Course activity (for selected chapters) (10% of course mark)

Additional resources are provided on the left such as websites and videos to assist you in your studies.

Chapter One - Service Makes a Difference

Tutorial Test for Chapter One

Complete the tutorial test for chapter one. Note that your results for tutorial tests counts 10% towards your overall course mark.
RESULTS
Score: $\frac{9}{12} [75\%]

101
When it comes to judging the quality of service, whose expectations are most important? 

Answer: *
- the person receiving the service
- the staff member providing the service
- the staff member’s boss
- the owner of the company

Your Answer: the person receiving the service
Marking: Correct

102
Good service is:

1. work done for others
2. service that meets customer needs in the way that customers want and expect them to be met
3. activities performed by people for the benefit of others
4. service in which the staff members providing the service treat every moment of truth the same way

Answer: *
- Option 1
- Option 2
- Option 3
- Option 4

Your Answer: Option 2
Marking: Incorrect
103

In a service business:

Answer: *

- production and consumption are completely separate
- services can be inspected for quality before they are “consumed” by customers
- other customers are part of the service product
- customers never see the service “factory”

Your Answer: other customers are part of the service product
Marking: Correct

104

A SWOT analysis is an analysis:

1. of a company’s internal and external environments, looking for strengths, weaknesses, opportunities, and threats
2. used by manufacturing companies to determine whether they have the capacity to successfully provide parts to an assembly line or other assembly area "just in time."
3. that focuses on the intangibles involved when service companies attempt to provide excellent service to customers during "moments of truth."
4. that looks at a company’s ability to meet its financial obligations; it usually takes place at the beginning of each fiscal year.

Answer: *

- Option 1
- Option 2
- Option 3
- Option 4

Your Answer: Option 1
Marking: Correct
At the Walt Disney Company, managers spend two days of employee orientation telling newly hired employees the history of the company, relating Walt Disney’s life story, and teaching new hires the Disney “language.” The reason they do this is to:

Answer: *
- make sure Disney’s new employees know who Walt Disney is
- teach new employees the corporate culture.
- entertain the new employees
- weed out those employees who are bored by such information

Your Answer: teach new employees the corporate culture.
Marking: Correct

If a restaurant offers the same amount of capacity no matter how high the demand, it is following a __________ strategy.

Answer: *
- horizontal-market
- chased-capacity
- static-market
- level-capacity

Your Answer: level-capacity
Marking: Correct

Hotels and restaurants are “capacity-constrained” businesses. This means that:

1. they must manage both supply (production capacity) and demand
2. their ability to grow is restricted because of their customers’ role in production
3. the number of customers they can serve is limited or “constrained” by such variables as the amount of staff, equipment, and seats or rooms they have
108

When a cruise line sends out direct mail that advertises special low rates for off-season bookings, it is attempting to:

Answer: *
◇ follow a chased-customer strategy
◇ manage demand
◇ follow a full-market strategy
◇ manage supply

Your Answer: manage supply
Marking: Incorrect

109

A typical hotel or restaurant targets a limited number of market segments because:

Answer: *
◇ for accounting purposes, it is easier to only go after a few groups of customer
◇ it is impossible to appeal to everyone.
◇ management is usually not aggressive enough to go after all possible segments
◇ owners do not like to take the risks involved in going after all possible segments

Your Answer: it is impossible to appeal to everyone.
Marking: Correct
110

Which of the following statements about providing good service is false?

1. High turnover rates make it harder for a company to provide good service
2. Companies that succeed create a service strategy for each market segment and stick to it
3. Service-oriented companies look for ways to reduce the time customers or guests have to wait for service
4. Companies that provide good service make sure their employees don’t act like managers and try to solve problems on their own.

Answer: *
◇ Option 1
◇ Option 2
◇ Option 3
◇ Option 4

Your Answer: Option 4
Marking: Correct

111

Which of the following statements about staff turnover and service is true?

1. Staff turnover helps a business provide good service, because a constant flow of new people is beneficial
2. Since new employees tend to handle "moments of truth" with customers better than veteran employees, staff turnover helps companies provide good service
3. Staff turnover hurts a business’s ability to provide good service

Answer: *
◇ Option 1
◇ Option 2
◇ Option 3
◇ Option 1 and 2

Your Answer: Option 3
Marking: Correct
Disney’s four basic service priorities are:

Answer: *
◇ fun, family, food, and fanfare
◇ opportunity, satisfaction, profits, and vision.
◇ safety, courtesy, show, and efficiency
◇ security, enjoyment, recreation, and repeat visitors (SERRV)

Your Answer: safety, courtesy, show, and efficiency
Marking: Correct

**Written Submission for Chapter One**

**Level Capacity Strategy**

Explain the meaning of "Level Capacity Strategy"

Answer:

Level Capacity - Management strategy where the same amount of capacity is offered. No matter how high the demand.
Moment of Truth

What is a "moment of truth"?

Answer:

When customers and staff members interact, offering opportunities for staff to make a favorable impression.

Service Priorities

What are Disney’s 4 basic service priorities?

Answer:

When customers and staff members interact, offering opportunities for staff to make a favorable impression.
safety, courtesy, show and efficiency.

**Strategic Planning**

List four steps in a strategic planning process

Answer:

1. Perform SWOT analysis
2. Implement strategies
3. Monitor and evaluate results
4. Formulate strategies

**Good Service**

What is good service?

Answer:
Meeting customers need in the way that they want and expect them to be met.

**Keys to Good Service**

Name four 4 keys to delivering good service

Answer:

1. Respond in a good manner
2. Don’t forget who you are
3. Handle moments of truth correctly
4. Hire good people and keep them happy.

**Chapter Two - Travel and Tourism Industry**

**Tutorial Test for Chapter Two**

**201**

The world’s population is:
202

We can expect that more people will be able to travel and dine out in the years ahead because:

1. technological advances have transformed the ways in which we live, work, and play
2. the Cold War has ended
3. on average, the world’s population is growing older, and we tend to accumulate wealth as we age
4. economists foresee a steady decline in the price of travel products and services as the world "shrinks" due to faster and more convenient travel.

Answer: *
- rapidly declining
- slowly declining
- staying about the same
- growing

203

Of the developed nations, __________ offers fewer legal holidays than most other countries

Answer: *
- Germany
- United States
- Sweden
- Denmark

204

What is the industry term for the indirect economic benefits that a hospitality business brings to its local community?

Answer: *
- revenue management
- great expectations syndrome
At the most basic level, the main reason people travel is to:

Answer: *
- gain wealth
- enjoy their leisure time
- learn about other cultures
- gather information

The type of research that attempts to classify people’s behavior in terms of their life-styles and values is called __________ research.

Answer: *
- descriptive
- psychographic
- societal-oriented
- demographic

Among potential vacationers, one of the characteristics of members of the price and sights group is their:

Answer: *
- willingness to pay for deluxe accommodations and gourmet dining
- desire for good weather and guaranteed sunshine.
- interest in seeing the most things for the least amount of money
- desire for knowledge, personal development, and recognition

People who tend to seek a vacation where they can swim and lie on a beach to enjoy the sun belong to the __________ group of travelers
Answer: *
◇ psychographic
◇ quality
◇ health
◇ none of the above

209

Travelers in the ___________ group seek out vacations with first-class accommodations, service, and dining.

Answer: *
◇ sun and surf
◇ strategic traveler
◇ quality
◇ travel and tourism

210

At some travel destinations in developing countries, a large economic gap between a luxury resort’s guests and its employees can contribute to:

Answer: *
◇ the erosion of an area’s culture and traditional values
◇ the guests’ enjoyment of their visit
◇ employee satisfaction and a decrease in turnover
◇ the seasonality of the destination’s tourism industry

211

Ecotourism is defined by the Ecotourism Society as:

1. "tourism that refrains from entering environmentally threatened areas."
2. "responsible travel which conserves environments and sustains the well-being of local people."
3. "tourism that recognizes the importance and fragility of local cultures and environments and attempts to isolate tourists from those cultures and environments."
4. "travel that directly subsidizes local environmental groups and efforts."
The travel and tourism industry helps encourage environmental responsibility by:

- providing local residents with an economic incentive for preserving habitat and wildlife
- staying out of attractive environmental areas
- giving generously to environmental groups such as Greenpeace
- requiring all management personnel to take sensitivity training in environmental issues

**Written Submission for Chapter Two**

**World changes**

Name two world changes that have affected the travel and tourism industry

Answer:
Types of research

What is the difference between demographic research and psychographic research?

Answer:

Multiplier effect

What is the multiplier effect and briefly explain how it benefits the community?

Answer:

Planning

List 5 steps that you will take when planning for a tourist development
Reasons for travel

List 5 reasons why people travel

Course Activity 1
Q1

*The quality of our work depends on the quality of our people.*

Reflecting back to your first week at your property. In no more than 10 lines, illustrate whether the above statement is justified. Give an example.

Answer:

[10]

Attach Answer File (if applicable):

**Appendix A - Resources**

**Study Information**

**Course Outline and Outcomes**

Worksheet: ct-623

Content created by Johann Oosthuizen

**Rationale of Subject**

This course takes a management perspective in introducing students to the organization and structure of hotels, restaurants, clubs, cruise ships and casino hotels. There are chapters on business ethics, franchising, management contracts and areas of management responsibility such as human resources, marketing and sales and advertising. The purpose of this subject has not changed, however: to prepare student for careers in hospitality, and to present and describe opportunities in hospitality management.
Course outline

PART 1: INTRODUCTION

- Service makes the difference
- The Travel and Tourism Industry
- Exploring Hospitality Careers

PART 2: HOSPITALITY ORGANIZATIONS

- Understanding the Restaurant Industry
- Restaurant Organization and Management
- Understanding the World of Hotels
- Hotel Organization and Management
- Club Management; An Introduction to the Meetings Industry
- Floating Resorts: The Cruise Line Business
- Gaming and Casino Hotels

PART 3: HOSPITALITY MANAGEMENT

- Managing and Leading Hospitality Enterprises
- Managing Human Resources
- Marketing Hospitality
- How Management Companies Manage Hotels
- Franchising is Big Business
- Ethics in Hospitality Management

Specific Outcomes

1. Define "service" and summarize how service businesses differ from manufacturing businesses.
2. Summarize reasons people travel and describe travel trends and types of travel research.
3. Describe in general terms the makeup and size of the lodging and food service industries and identify advantages and disadvantages of a career in hospitality.
4. Describe in general terms the size of the restaurant industry and list restaurant industry segments.
5. Give examples of guest menu preferences in various parts of the United States and the rest of the world, describe menu categories, and summarize the importance of menu design and menu pricing.
6. Explain various ways hotels can be owned and operated, distinguish chain hotels from independent hotels, and explain how hotels can be categorized by price.
7. Distinguish a hotel’s revenue centers from its cost centers.
8. Compare equity clubs with corporate or developer clubs.
9. List and describe types of meetings typically held in lodging facilities.
10. Explain how a cruise ship is organized and describe the development of the cruise industry.
11. Summarize the history of gaming and describe casino hotels and casino operations.
12. Describe the basic tasks of managers and trace the development of management theories.
13. Identify current labor trends affecting the hospitality industry and describe elements of a good human
resources program.
14. Distinguish marketing from selling and explain how a marketing plan is developed.
15. Explain why hotel management companies came into existence and describe elements of a typical hotel management contract.
16. Describe types of franchises and explain how franchising works.
17. Give examples of different viewpoints concerning morality, contrast deontology with utilitarianism, and explain the concept of ethical relativism.

Critical Cross-field Outcomes

1. Identifying: Identify and solve problems in which responses display that decisions using critical and creative thinking have been made.
2. Working: Work effectively with others as a member of a team, group, organisation, community.
3. Organising: Organise and manage oneself and one’s activities responsibly and effectively.
5. Communicating: Communicate effectively using visual, mathematical and/or language skills in the modes of oral and/or written presentation.
6. Science: Use science and technology effectively and critically, showing responsibility towards the environment and health of others.
7. Demonstrating: Demonstrate an understanding of the world as a set of related systems by recognising that problem-solving contexts do not exist in isolation.
8. Individual awareness:
   1. Reflecting on and exploring a variety of strategies to learn more effectively.
   2. Participating as responsible citizens in the life of local, national and global communities.
   3. Being culturally and aesthetically sensitive across a range of social contexts.
   4. Exploring education and career opportunities.
   5. Developing entrepreneurial opportunities

Tutorials for Hospitality Today

Worksheet: ct-616

Content created by Johann Oosthuizen

TUTORIAL INFORMATION

The information below is taken from The International Hotel School’s Trainee Tutorial Policy and Procedure effective 01 January 2009.
Introduction

A Tutorial day is any day on which Trainees are required to attend School, whether this is for academic work, Culinary School or National Qualifications training. Tutorial attendance is compulsory and any Trainee absent from a tutorial will be dealt with in the same manner they would be if they were absent from the workplace. Tutorial days are paid, working days.

Scheduling of Tutorials

The time-table scheduling of tutorials will be the responsibility of each campus Managing Principal. As far as possible, tutorials should be scheduled in such a way as to minimize any disruption to the operations of the properties.

The Management of the properties may not prevent any Trainee from attending a scheduled first-time tutorial without due consultation with the Traineeship Administrator / Co-ordinator of the relevant campus. Where a Trainee has not attended their scheduled tutorial (with a valid reason) and wishes to attend a subsequent tutorial, the Trainee must request permission from both the school and the Management of their property to attend.

However, where a Trainee has been granted permission to attend a tutorial to assist them in their preparation for a Supplementary examination, the Trainee will have to request permission from the property Management to attend the tutorial or apply for leave to enable them to attend the tutorial. Attendance for this tutorial will attract the prescribed TCG fee of a 1-day short course per day of tutorial.

Preparation for Tutorials

- On payment of the annual Traineeship fee or the approval of a requested Payment Plan for the fee, Trainees will be issued with the textbooks and study material relevant to their programme and year of study.
- Textbooks and study material will not be issued to any Trainee who has not paid their annual Traineeship fee or had written approval of a requested Payment Plan for the fee.
- Any Trainee whose annual Traineeship fee has not been paid or for whom approval of a requested Payment Plan has not been granted will not be allowed to attend any academic component of the programme. The Trainee will then not accumulate marks for the Written Submission or Tutorial Test and their final mark will then consist only of their AH&LA exam mark.
- A defaulting Trainee will need to see the Campus Financial Administrator in order to make a payment arrangement (this may include an allowance deduction) before being allowed to attend future tutorial sessions.
- During Induction for the first year Trainees a session must be scheduled to deal with study methods and preparation for tutorials and exams. Information on this is included in the Trainee Information Guide provided to every Trainee during Induction.
- Second and third year Trainees will be reminded of study methods and preparation for tutorials and exams during their Induction period at the beginning of each year.
- Trainees are expected to work through the textbook before attending the tutorial. The revision questions provided with the textbook and the review questions at the end of each chapter of the AH&LA textbooks should be attempted before the Trainee attends the tutorial.
Absence from Tutorials

- In keeping with the Absenteeism Policy outlined in the Trainee Information Guide, any Trainee who is absent from a tutorial will be required to submit an original medical certificate to the property Management and a copy to the Traineeship Department of the School. Failure to do so may result in disciplinary action being taken. If no valid medical certificate is produced the Trainee will receive 0% for the written submission and tutorial assessment missed.
- Any Trainee who cannot attend a scheduled tutorial must inform the Trainee Administrator of the school and the property within two hours of the start of the tutorial.
- Within two hours of the start of a tutorial, the Traineeship Department must inform the property of any Trainee who is absent from the tutorial.
- Any Trainee who leaves a tutorial before completion of the tutorial will be recorded as being absent.
- Any Trainee who has been absent from a tutorial will not be allowed to attend and write the tutorial assessment.

Website Resources

Hospitality

Worksheet: ct-604

Content created by Johann Oosthuizen

URL:
Hospitality.net

Hoteliers

Worksheet: ct-605

Content created by Johann Oosthuizen

URL:
eHotelier

Hotel Resources

Worksheet: ct-606

Content created by Johann Oosthuizen

URL:
Hotelresource.com