



**KOLEJ YAYASAN PELAJARAN JOHOR
ONLINE FINAL EXAMINATION**

**COURSE NAME : INTRODUCTION TO HOSPITALITY
AND TOURISM INDUSTRY**

COURSE CODE : DHM 1013

EXAMINATION : DECEMBER 2021

DURATION : 3 HOURS

INSTRUCTION TO CANDIDATES

1. This examination paper consists of **THREE (3)** parts :
 - PART A (20 Marks)
 - PART B (40 Marks)
 - PART C (40 Marks)
2. Please refer to the detailed instructions in this question paper.
3. Answer ALL questions in the answer sheet which is A4 size paper (or other paper with the consent of the relevant lecturer)
4. Write your details as follows in the upper left corner for each answer sheet:
 - i. Student Full Name
 - ii. Identification Card (I/C) No.
 - iii. Class Section
 - iv. Course Code
 - v. Course Name
 - vi. Lecturer Name
5. Each answer sheet must have a page number written at the bottom right corner.
6. Answers should be **neat and clear in handwritten form**.

DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO

*This examination paper consists of **12** printed pages including front page*

PART A

This part contains **TWENTY (20)** questions.

Answer ALL in the Answer Sheet.

1. Hospitality comes from the word *hospice*, which means _____.
 - A friendly reception
 - B giving care or shelter
 - C delivering food services
 - D entertain strangers as guests

2. What is tavern?
 - A A business that provide food, lodging and recreational activities.
 - B A place where people gather to drink alcoholic beverages and be served food.
 - C A public house which began as a house where they had acquired a license to sell alcohol.
 - D A friendly reception and treatment of strangers as entertaining guest with courtesy and warmth.

3. The association that serves as the official network for hotel industry in Malaysia is _____.
 - A Malaysia Association of Hotels
 - B Malaysian Association of Hotels
 - C Malaysia Association of Hospitality
 - D Malaysian Association of Hospitality

4. Hotel franchising is when the parent hotel franchisor company provides permission for the local owner (franchisee) to use the parent company's name (brand) and products.

The reason of this ownership is _____.

- A the hotel did not have budget to manage the hotel.
- B the brand name as powerful tools to set up business.
- C the owner did not have interest in managing the hotel.
- D the owner did not have expertise in managing the hotel.

5. Identify departments in hotel that does **NOT** belong in room division operation.
- i. Front Office
 - ii. Room service
 - iii. Housekeeping
 - iv. Human Resource
- A i, ii
B i, iii
C ii, iv
D i, ii, iii
6. Front office is known as the focal point of activity for the hotel. This is because they are _____.
- A providing general information over the phone
B responsible to receive payment upon room sales
C providing handling mails and deliver message services
D responsible for taking reservations over hotel reservation system
7. Multiplier effect in tourism industry is _____.
- A the tourists' initial spending during their travel
B the initial process of re-spending tourist initial spending
C the rotation and passing through of money in a country's economy
D the process of which money being leaks out from purchasing outside goods

8.

Tourism comprises the activities of people travelling to and staying in places outside their <i>usual</i> environment ... (UNWTO,2008)

Figure 1

Which of the followings is **NOT** included as usual environment in the statement in **Figure 1**?

- A Routine community trips.
 - B Trips within residency area.
 - C Going on trips to own workplace.
 - D Visiting a new place for recreation.
9. Which of these are the intermediaries in tourism industry?
- i. Tour guide
 - ii. Tour operator
 - iii. Direct websites
 - iv. Tour wholesalers
- A i, ii
 - B i, iii
 - C ii, iv
 - D i, ii, iii
10. Travel agent is very important for leisure travelers in planning their travel. This is because _____.
- A travel agent will follow what traveler wants
 - B travelers can purchase tickets at lower price
 - C travelers can prevent misfortunes in traveling
 - D travel agent can assist travelers on their spendings
11. What is recreation?
- A Time free from work.
 - B A private club for alumni.
 - C Therapeutic refreshments.
 - D Non-governmental activities.

12. A place where it houses aquatic animals and plants for public viewing is called as _____.
- A zoo
 - B aquarium
 - C theme park
 - D national park
13. Which of these statement is referring to proprietary club?
- A Private clubs for alumni and which offer alumni catering and hospitality facilities or services.
 - B Provide dining, banqueting and bar facilities, and even lodging services to armed forces originally.
 - C Operate on a for-profit basis which is owned by corporations while the members did not eligible for the share of the club.
 - D A group of people in a learned occupation who are entrusted with maintaining control or oversight of the legitimate practice of the occupation.
14. Identify the basic cores of food service industry.
- i. Menu
 - ii. Kitchen
 - iii. Premise
 - iv. Expenses
- A i, ii
 - B i, iii
 - C ii, iv
 - D i, ii, iii

15. Which of the followings is referring to room service?
- A Responsible in handling inventory of cleaning supplies and pest control.
 - B Guests are able to enjoy high privacy and personalised services in their dining experiences.
 - C It serves soft and alcoholic beverages including draft and bottled beer, wine, spirits and cocktails.
 - D It is characterized by their elaborate and exclusive menu which emphasis on the very high quality food they serve.
16. Identify the correct statement of a fine dining restaurant.
- A Relaxed and suitable for family.
 - B Faster food preparation due to limited menu.
 - C High quality and good selection of menu is offered.
 - D The service timing is convenience for people on-the-go.
17. Which of the followings are categorised as casual restaurant?
- i. Ethnic restaurant
 - ii. Theme restaurant
 - iii. Celebrity restaurant
 - iv. Fast food restaurant
- A i, ii
 - B i, iii
 - C ii, iv
 - D i, ii, iii
18. What is global cuisine?
- A Meals that are being produce by green and organic food items.
 - B Meals that are consumed at home but prepared somewhere else.
 - C Food that consist of variety of ingredients that comes from all over the world.
 - D Food that is reproduced and reused over a long period of time without negative effect on the environment.

19. Which of the followings is the sustainable practice of a restaurant?
- A Choosing food that are grown without manmade fertilizers.
 - B Changing the norms and food preferences of local food industry.
 - C Applying computer programs in taking and sending orders to kitchen.
 - D Offers carry-out meals which to be consumed by customer at homes.
20. In delivery service, it involves understanding customers' need and demands. This is because _____.
- A it determine the location of the business premise
 - B it will makes the food production process goes faster
 - C the business product supplier will become more generous
 - D customer compared service provided with the service expected

[20 MARKS]

PART B

This part contains **SIX (6)** questions.

Answer ALL questions in the Answer Sheet.

QUESTION 1

Describe the changes in the hospitality industry during Renaissance (16th Century) and after French Revolution.

(5 marks)

QUESTION 2

a. Identify **five (5)** categories of hotel classification.

(5 marks)

b. Describe characteristics of a convention hotel.

(5 marks)

QUESTION 3

a. State **five (5)** tourism services that is important for tourists' traveling experience.

(5 marks)

b. Illustrate a diagram that shows the interrelation of Push and Pull Theory of travel motivation.

(5 marks)

QUESTION 4

Fill in the table below with the correct types of bar.

Explanation	Types of bar
Bar that is located in games room.	a)
Bar that located in gambling room.	b)
Bar that allows guest to enjoy drinks at poolside or beachside.	c)
Bar that complimented with entertainments	d)
Bar that is located in guest rooms	e)

(5 marks)

QUESTION 5

Based on the restaurant logo in diagram below, classify the followings attributes.



Diagram 1

- i) Types of restaurant.
- ii) Types of menu offered.
- iii) Types of customer.
- iv) Types of significant service offered.
- v) Types of significant restaurant location.

(5 marks)

QUESTION 6

List **five (5)** dimensions of service quality.

(5 marks)

[40 MARKS]

PART C

This part contains **FOUR (4)** questions.

Answer ALL questions in Answer Sheet.

QUESTION 1

No matter what the types of accommodation are, chances the hotel will met variety of guests with wider range of wants and needs can be a challenge for the hotel to be effectively managed.

Describe the characteristics of **five (5)** types of potential guest of a hotel.

(10 marks)

QUESTION 2

Different types of destinations can be developed on the basis of the types of travel experiences.

Based on the statement above, discuss the characteristics of **five (5)** types of destination available in a country.

(10 marks)

QUESTION 3

Tourist menu is a derivation of a'la carte menu which had becomes popular when mass tourism started in 20th century.

Illustrate and discuss the characteristics of Tourist Menu.

(10 marks)

QUESTION 4

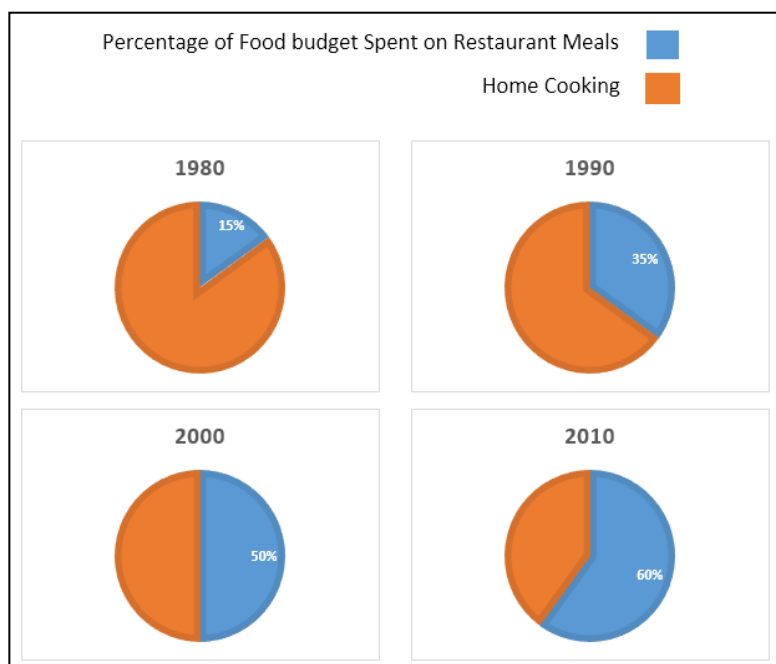


Diagram 2

Diagram 2 shows changes in percentage of food budget spent on restaurant meals and home cooking from the year of 1980 to 2010.

Discuss **five (5)** contributing factors to the increasing percentage of food budget spent on restaurant meals as shown in **Diagram 2**.

(10 marks)

[40 MARKS]

END OF QUESTION PAPER