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Table of Contents

No	Details	Page
1	Executive Summary	2
2	Introduction	3
3	Assignment Question	
	Part 1	4-31
	Part 2	-
	Part 3	-
	Part 4	-
4	Conclusion	32
5	References	33
	Appendix	-

Executive Summary

In this assignment, we will learn about the purpose of unit that is to be able to learn understanding of the Hospitality Industry and obtain important knowledge's for your future basic job skill.

From this assignment, I learn about the hospitality industry is a broad category of fields within service industry that includes lodging, event planning, theme parks, transportation, cruise line, and additional fields within the tourism industry.

The assignment question requires us to do a research on any Hotel or Restaurant in Singapore. By choosing one company and do a simple report on the company's history, product and services, pictures or video are used to support the finding.

Introduction

Hospitality refers to the relationship between a guest and a host, wherein the host receives the guest with goodwill, including the reception and entertainment of guests, visitors, or strangers.

The characteristics of the hospitality industry is hospitality are open 365 days a year and 24hours a day. It depends heavily on shift work morning and afternoon. Produce guest satisfaction.

The scope of the hospitality industry is divided into four sections:

Lodging segment

- Hotel
- Inns
- Motels
- Pensions
- Resorts

Food beverage

- Restaurant
- Fast-food
- Catering

Entertainment recreation

- Attraction
- Gaming
- parks
- clubs

Travel and tourism

- transportations
- travel agencies
- tour operators

Assignment Question

Assignment 1

You should choose one company and do simple report on the company's history, product and services.

The Fullerton Hotel Singapore

The Fullerton Hotel Singapore is a five-star luxury hotel located near the mouth of the Singapore River, in the Downtown Core of Central Area, Singapore. It was originally known as The Fullerton Building, and also as the General Post Office Building.

The Fullerton Building was named after Robert Fullerton, the first Governor of the Straits Settlements (1826–1829). Commissioned in 1924 as part of the British colony's centennial celebrations, the building was designed as an office building by Major P.H. Keys of Keys & Dowdswell, a Shanghai firm of architects, which won the project through an architectural design competition. The architectural firm also designed the Capitol Theatre and the Singapore General Hospital.

In 1829 years the northern end of the building covers the site of Fort Fullerton, a fort built to defend the settlement against any naval attacks. The fort consisted of an Artillery Barrack, a house for the officers, barracks for soldiers and a 68-pounder gun guarding the entrance to the river which used to stand on the location known as Fullerton square.

In 1843, the fort was extended after a sandstone monolith, the Singapore Stone; with an inscription possibly dating back to the 13th century was demolished. The Singapore stone was, unfortunately, destroyed by the British. A fragment of this monolith was salvaged and preserved in the collection of the National Museum at Stamford Road. However; there were several criticisms as well as apprehensions regarding the building of Fort Fullerton. Merchants thought that it was a waste to use the prime location of the city for military instead of trading purpose, which would have prevented Singapore from generating more revenue and boosting its trading business. They were also worried that they would be in the direct line of fire if there were any attacks on the fort because the offices along the Singapore River were situated within close proximity to the fort. The fort was also said to be incapable of deterring any potential attacks from the sea, and had very low efficacy. Following these criticisms, the fort was finally demolished in 1873.

The fort gave way to the first General Post Office and the Exchange Building in 1874. Plans to erect Fullerton Building was drawn up in 1920. However, due to a lack of funds, construction only began in February 1924.[3][14] During the initial groundwork, excavations revealed the gun casements of the old Fort Fullerton. In fact, the Fullerton Building was built

over reclaimed land. Built at a cost of \$4.1 million and after delays of a few months, the building was completed in June 1928.

The Fullerton Building was opened on 27 June 1928 by the Governor, Sir Hugh Clifford, who suggested the building be named after Robert Fullerton. The building had five founding tenants: the General Post Office, the Exchange, Singapore Club (now Singapore Town Club), the Marine Department, and the Import and Export Department (later the Ministry of Trade and Industry). It also housed the Chamber of Commerce, and various government departments dealing with agriculture, fisheries and forestry. One of the rooms in the Fullerton Building was where the late Finance Minister, Dr Goh Keng Swee, wrote many of his budget speeches for Singapore. The building was designed to utilize natural ventilation, thus has four internal air-wells to cool the interiors.

Fullerton Square was an important commerce area in Singapore attracting many European immigrants and soon became the core of major business activity. Many European businesses were set up at Fullerton Square together with large banks such as the Chartered Bank and Hong Kong and Shanghai Banks. The Fullerton Building was built with Grandeur, Class and being the biggest structure built in Singapore displaying the authority and power of the British Colonial rule. In addition, The Fullerton Building operated with tax payers money meant as a government building, housed the Club for the Colonial Elite which was an exclusive club that took up almost 7,000 sq. m of the upper floors which further elaborated the position and authority that the British has in Singapore.

There was also a lighthouse on the Fullerton Building, called the Fullerton Light, which was used to guide the ships ashore and to anchor along the piers. It was built to replace the Fort Canning Light, which was decommissioned in 1979 since it was gradually blocked because of globalization and the construction of more high-rise buildings in Singapore. The location of the previous lighthouse is now being occupied by The Lighthouse Restaurant, to keep up with the modern style of the Fullerton Hotel.

In the last days before Britain's surrender to Japan in 1942, the building was used as a hospital, with makeshift operation rooms for wounded British soldiers. During the Japanese Occupation of Singapore, Governor Sir Shenton Thomas and Lady Thomas sought refuge in the sleeping quarters of the Singapore Club.

The Fullerton Building was also where General Percival discussed with Sir Shenton the possibility of surrendering Singapore to the Japanese. Subsequently, Fullerton Building became the headquarters of the Japanese military administration in Singapore.

In 1997, Sino Land (Hong Kong) Company Ltd, a sister company of Far East Organization, acquired the Fullerton Building from the Urban Redevelopment Authority (URA). It spent close to another S\$300 million converting Fullerton Building into a hotel and building the two-storey commercial complex One Fullerton opposite Fullerton Road. Renovation works

on the Fullerton Building were completed on 8 December 2000. The Fullerton Hotel Singapore was officially opened by then Prime Minister Goh Chok Tong on 1 January 2001.

In the site, sandwiched between the Civic District and the central business district, was sold together with an underpass and the seafront site on which One Fullerton now stands for S\$110 million. The two are linked by an air-conditioned underground pedestrian walkway with travellatXors. To ensure that the historical Fullerton Building continues to be visible from Marina Bay, URA specified a low building height for One Fullerton across the road. This also ensured that guests at The Fullerton Hotel would have unobstructed views of the sea.

Old looking Fullerton hotel



New looking Fullerton hotel



ACTIVITIES

Enjoy close proximity to many local Singapore attractions during your stay at The Fullerton Hotel Singapore. The Fullerton Hotel offers guided historian tour of the historic hotel and surrounding locations.

- Asian Civilization Museum (ACM)
- Singapore River
- Singapore Flyer
- Esplanade-Theatres on the Bay
- Victoria Theatre
- Night Safari
- National Museum
- Peranakan Musuem

The Fullerton Hotel Singapore

Offers exceptional dining at on-site restaurants

- Town Restaurant, which overlooks the Singapore River, serves breakfast, lunch, and buffet-style dinner. The globe-spanning menu includes Japanese, Southeast Asian, Italian, and Mediterranean dishes as well as American fare as hamburgers and Cajun fish sandwiches.
- Jade serves gourmet Chinese cuisine in an elegant, modern setting. The menu offerings include dim sum specialties and a wide variety of seafood dishes.
- One of the many roles that the Fullerton Building played in its pre-hotel days was lighthouse: a rooftop beacon guided ships safely into Singapore's harbor. Today, the spot that held the beacon lies within The Lighthouse Restaurant and Rooftop Bar, which delights diners with breathtaking views of the bay and the Singapore skyline. The restaurant's inspired Southern Italian menu is rooted in the rich culinary traditions of Campania, Sardinia, and Sicily.
- The Courtyard in the hotel's sunny atrium offers sandwiches, tapas, Japanese and Indian buffets, and a decadent chocolate buffet. It's a delightful spot for a light meal or for afternoon tea.
- Located off the hotel lobby in what was once the transaction hall of the Singapore General Post Office, the trendy Post Bar retains some of the hall's original design elements, including the wall decorations and coffered ceiling. The bar offers an extensive selection of martinis and signature cocktails as well as sandwiches, small plates, and snacks. Guests can enjoy their food and drinks alfresco at a lush outdoor seating area called the East Garden.

Accommodation

All rooms offer LCD televisions, complimentary wired and wireless broadband internet access, individual temperature controls, coffee- and tea-making facilities, and an in-rooms safe and mini bar.

Available Accommodations include:

COURTYARD ROOM



AMENITIES INCLUDE

Size: 452sqf | 42

Free WIFI | Atrium view sqm

- Complimentary unlimited wired and wireless broadband Internet access
- Complimentary use of Handy phone with the following features:
- Internet connectivity with unlimited data anywhere in Singapore
- Complimentary local calls
- Complimentary IDD calls to 15 selected countries
- Digital city guide on Singapore
- Information on hotel facilities and dining outlets
- Spacious bathroom with separate bathtub and shower stall with overhead shower
- LCD TV with local and international channels, complimentary on-demand movies, music and radio channels, DVD player
- Individual temperature control
- Fully stocked Mini-bar
- Coffee and tea making facilities

- International Direct Dial telephones with data port and voicemail
- In-room safe with power point for re-charging of devices
- Hair dryer
- Express check-out
- Shoe shine service
- Laundry and dry cleaning services

PREMIER COURTYARD ROOM



Size: 452sqf | 42sqm

Free WIFI | Atrium view

- Complimentary unlimited wired and wireless broadband Internet access
- Complimentary use of Handy phone with the following features:
- Internet connectivity with unlimited data anywhere in Singapore
- Complimentary local calls
- Complimentary IDD calls to 15 selected countries
- Digital city guide on Singapore
- Information on hotel facilities and dining outlets
- Spacious bathroom with separate bathtub and shower stall with overhead shower
- LCD TV with local and international channels, complimentary on-demand movies, music and radio channels, DVD player
- Individual temperature control
- Fully stocked Mini-bar
- Coffee and tea making facilities
- International Direct Dial telephones with data port and voicemail
- In-room safe with power point for re-charging of devices
- Hair dryer
- Express check-out
- Shoe shine service
- Laundry and dry cleaning services

PORT MASTER ROOM



Size: 452sqf | 42sqm

Free WIFI | city view

Postmaster Rooms offer views of the city. Each room is composed of warm, contemporary furnishings of a dark brown and cream coloured finish, and equipped with a large writing desk and high-speed Internet access for travellers working on-the-go.

Please be advised that as the Hotel is a heritage building, guestrooms and suites within the same category are uniquely configured.

- Complimentary unlimited wired and wireless broadband Internet access
- Complimentary use of Handy phone with the following features:
- Internet connectivity with unlimited data anywhere in Singapore
- Complimentary local calls
- Complimentary IDD calls to 15 selected countries
- Digital city guide on Singapore
- Information on hotel facilities and dining outlets
- Spacious bathroom with separate bathtub and shower stall with overhead shower
- LCD TV with local and international channels, complimentary on-demand movies, music and radio channels, DVD player

- Individual temperature control
- Fully stocked Mini-bar
- Coffee and tea making facilities
- International Direct Dial telephones with data port and voicemail
- In-room safe with power point for re-charging of devices
- Hair dryer
- Express check-out
- Shoe shine service
- Laundry and dry cleaning services

HERITAGE ROOM



Size: 398–764sqf | 37–71sqm

Free WIFI | City / Atrium view

Heritage Rooms are The Fullerton Hotel Singapore’s unique range of rooms that reflect the distinctive character of this building. With some rooms featuring historic architectural cornices and original motifs, you will experience a piece of history when you stay in these spacious rooms.

Please be advised that as the Hotel is a heritage building, guestrooms and suites within the same category are uniquely configured.

AMENITIES INCLUDE

- Complimentary unlimited wired and wireless broadband Internet access
- Complimentary use of Handy phone with the following features:
- Internet connectivity with unlimited data anywhere in Singapore
- Complimentary local calls
- Complimentary IDD calls to 15 selected countries
- Digital city guide on Singapore
- Information on hotel facilities and dining outlets
- Spacious bathroom with separate bathtub and shower stall with overhead shower

- LCD TV with local and international channels, complimentary on-demand movies, music and radio channels, DVD player
- Individual temperature control
- Fully stocked Mini-bar
- Coffee and tea making facilities
- International Direct Dial telephones with data port and voicemail
- In-room safe with power point for re-charging of devices
- Hair dryer
- Express check-out
- Shoe shine service
- Laundry and dry cleaning services

PREMIER QUAY ROOM



Size: 388–420sqf | 36–39sqm

Free WIFI | Bay view

Premier Quay Rooms are delightfully well-appointed with an adjoining balcony in each room that overlooks the panoramic Marina Bay.

Please be advised that as the Hotel is a heritage building, guestrooms and suites within the same category are uniquely configured.

- Complimentary unlimited wired and wireless broadband Internet access
- Complimentary use of Handy phone with the following features:
- Internet connectivity with unlimited data anywhere in Singapore
- Complimentary local calls
- Complimentary IDD calls to 15 selected countries
- Digital city guide on Singapore
- Information on hotel facilities and dining outlets
- Spacious bathroom with separate bathtub and shower stall with overhead shower
- LCD TV with local and international channels, complimentary on-demand movies, music and radio channels, DVD player
- Individual temperature control
- Fully stocked Mini-bar

- Coffee and tea making facilities
- International Direct Dial telephones with data port and voicemail
- In-room safe with power point for re-charging of devices
- Hair dryer
- Express check-out
- Shoe shine service
- Laundry and dry cleaning services

ESPLANADE ROOM



Size: 570sqf | 53sqm

Bay / River view

Esplanade Rooms are luxuriously spacious rooms located on the top floor of the hotel, offering panoramic views of the Singapore River or Marina Bay.

- Please be advised that as the Hotel is a heritage building, guestrooms and suites within the same category are uniquely configured.
- Complimentary unlimited wired and wireless broadband Internet access
- Complimentary use of Handy phone with the following features:
 - Internet connectivity with unlimited data anywhere in Singapore
 - Complimentary local calls
 - Complimentary IDD calls to 15 selected countries
- Digital city guide on Singapore
- Information on hotel facilities and dining outlets
- Spacious bathroom with separate bathtub and shower stall with overhead shower
- LCD TV with local and international channels, complimentary on-demand movies, music and radio channels, DVD player

- Individual temperature control
- Fully stocked Mini-bar
- Coffee and tea making facilities
- International Direct Dial telephones with data port and voicemail
- In-room safe with power point for re-charging of devices
- Hair dryer
- Express check-out
- Shoe shine service
- Laundry and dry cleaning services

COLLYER SUITE



Size: 700sqf | 65sqm

One-bedroom suites each with an ensuite living room. Please be advised that as the Hotel is a heritage building, guestrooms and suites within the same category are uniquely configured.

Club access

- The Straits Club privileges including round-the-clock personalised service, a complimentary daily Champagne breakfast, afternoon tea, evening canapés and cocktails in a dedicated lounge
- Complimentary unlimited wired and wireless broadband Internet access
- Complimentary use of Handy phone with the following features:
- Internet connectivity with unlimited data anywhere in Singapore
- Complimentary local calls
- Complimentary IDD calls to 15 selected countries
- Digital city guide on Singapore
- Information on hotel facilities and dining outlets
- Generous ensuite living area
- Spacious bathroom featuring separate bathtub and shower stall with overhead shower, double vanity and luxurious Bottega Veneta bath amenities of your choice

- LCD TV with local and international channels, complimentary on-demand movies, music and radio channels, DVD player and iPod docking station
- A selection of pillows to suit your preference
- Individual temperature control
- Sleek Nespresso coffee machine with complimentary coffee capsules
- Selection of TWG Tea bags
- Fully stocked Mini-bar
- International Direct Dial telephones with data port and voicemail
- In-room safe with power point for re-charging of devices
- Hair dryer
- Express check-out
- Shoe shine service

PALLADIAN SUITE



Size: 1,001sqf | 93sqm

Bay / River view

One-bedroom suites offering spectacular views of the Singapore River and Marina Bay. Palladian Suite 777 embodies special significance, as it was once part of the office of the former Minister of Finance Dr. Hon Sui Sen.

Please be advised that as the Hotel is a heritage building, guestrooms and suites within the same category are uniquely configured.

AMENITIES INCLUDE

- The Straits Club privileges including round-the-clock personalised service, a complimentary daily Champagne breakfast, afternoon tea, evening canapés and cocktails in a dedicated lounge
- Complimentary unlimited wired and wireless broadband Internet access
- Complimentary use of Handy phone with the following features:
- Internet connectivity with unlimited data anywhere in Singapore
- Complimentary local calls
- Complimentary IDD calls to 15 selected countries

- Digital city guide on Singapore
- Information on hotel facilities and dining outlets
- Generous ensuite living area
- Spacious bathroom featuring separate bathtub and shower stall with overhead shower, double vanity and luxurious Bottega Veneta bath amenities of your choice
- LCD TV with local and international channels, complimentary on-demand movies, music and radio channels, DVD player and iPod docking station
- A selection of pillows to suit your preference
- Individual temperature control
- Sleek Nespresso coffee machine with complimentary coffee capsules
- Selection of TWG Tea bags
- Fully stocked Mini-bar
- International Direct Dial telephones with data port and voicemail
- In-room safe with power point for re-charging of devices
- Hair dryer
- Express check-out
- Shoe shine service

LOFT SUITE



Size: 1,173sqf | 109sqm

Free WIFI | Bay view | Club access

AMENITIES INCLUDE

- The Straits Club privileges including round-the-clock personalised service, a complimentary daily Champagne breakfast, afternoon tea, evening canapés and cocktails in a dedicated lounge
- Complimentary unlimited wired and wireless broadband Internet access
- Complimentary use of Handy phone with the following features:
- Internet connectivity with unlimited data anywhere in Singapore
- Complimentary local calls
- Complimentary IDD calls to 15 selected countries
- Digital city guide on Singapore
- Information on hotel facilities and dining outlets
- Generous ensuite living area
- Spacious bathroom featuring separate bathtub and shower stall with overhead shower, double vanity and luxurious Bottega Veneta bath amenities of your choice

- LCD TV with local and international channels, complimentary on-demand movies, music and radio channels, DVD player and iPod docking station
- A selection of pillows to suit your preference
- Individual temperature control
- Sleek Nespresso coffee machine with complimentary coffee capsules
- Selection of TWG Tea bags
- Fully stocked Mini-bar
- International Direct Dial telephones with data port and voicemail
- In-room safe with power point for re-charging of devices
- Hair dryer
- Express check-out
- Shoe shine service

FULLERTON SUITE



Our Fullerton Suites, located on the highest floor of the hotel, come with a generous living area, study and spacious outdoor terrace that offer picturesque views of the Singapore River or Marina Bay.

Please be advised that as the Hotel is a heritage building, guestrooms and suites within the same category are uniquely configured.

AMENITIES INCLUDE

- The Straits Club privileges including round-the-clock personalized service, a complimentary daily Champagne breakfast, afternoon tea, evening canapés and cocktails in a dedicated lounge
- Complimentary unlimited wired and wireless broadband Internet access
- Complimentary use of Handy phone with the following features:
 - Internet connectivity with unlimited data anywhere in Singapore
 - Complimentary local calls
 - Complimentary IDD calls to 15 selected countries
 - Digital city guide on
 - Singapore
 - Information on hotel facilities and dining outlets

- Generous ensuite living area
- Spacious bathroom featuring separate bathtub and shower stall with overhead shower, double vanity and luxurious Bottega Veneta bath amenities of your choice
- LCD TV with local and international channels, complimentary on-demand movies, music and radio channels, DVD player and iPod docking station
- A selection of pillows to suit your preference
- Individual temperature control
- Sleek Nespresso coffee machine with complimentary coffee capsules
- Selection of TWG Tea bags
- Fully stocked Mini-bar
- International Direct Dial telephones with data port and voicemail
- In-room safe with power point for re-charging of devices
- Hair dryer
- Express check-out
- Shoe shine service

GOVERNOR SUITE



Size: 828sqf | 77sqm

Free WIFI | City view | Club access

The hotel's grand suite. Beautifully-designed with wall motifs that date back to the 1920s. The living room opens out to a magnificent verandah flanked by 20feet Doric columns on each side. Stunning views of Anderson Bridge that marks the hairpin turn of the Singapore Grand Prix street circuit and The Fullerton Waterboat House, another conserved building, can be seen from here. The Governor Suite also features a luxuriously-furnished bedroom, elegant dining room and kitchen as well as a Bang and Olufsen sound system and television.

AMENITIES INCLUDE

- The Straits Club privileges including round-the-clock personalized service, a complimentary daily Champagne breakfast, afternoon tea, evening canapés and cocktails in a dedicated lounge
- Complimentary unlimited wired and wireless broadband Internet access
- Complimentary use of Handy phone with the following features:
- Internet connectivity with unlimited data anywhere in Singapore

- Complimentary local calls
- Complimentary IDD calls to 15 selected countries
- Digital city guide on Singapore
- Information on hotel facilities and dining outlets
- Generous ensuite living and dining rooms with a kitchenette
- Exclusive outdoor terrace with panoramic views
- Spacious bathroom featuring separate bathtub and shower stall with overhead shower, double vanity and luxurious Bottega Veneta bath amenities of your choice
- LCD TV with local and international channels, complimentary on-demand movies, music and radio channels, DVD player and iPod docking station
- A selection of pillows to suit your preference
- Individual temperature control
- Sleek Nespresso coffee machine with complimentary coffee capsules
- Selection of TWG Tea bags
- Fully stocked Mini-bar
- International Direct Dial telephones with data port and voicemail
- In-room safe with power point for re-charging of devices
- Hair dryer
- Express check-out
- Shoe shine service

PRESIDENTIAL SUITE



Formerly the card room of the elite Singapore Club, this suite is furnished with a baby grand piano and has a private elevator for discreet access. The living and dining rooms extend out to a spectacular glass-enclosed verandah graced by 20-foot Doric columns – a befitting space for the Presidential Suite’s guests. A private study adjoins the handsomely furnished bedroom.

AMENITIES INCLUDE

- The Straits Club privileges including round-the-clock personalised service, a complimentary daily Champagne breakfast, afternoon tea, evening canapés and cocktails in a dedicated lounge
- Complimentary unlimited wired and wireless broadband Internet access
- Complimentary use of Handy phone with the following features:
 - Internet connectivity with unlimited data anywhere in Singapore
 - Complimentary local calls
 - Complimentary IDD calls to 15 selected countries
- Digital city guide on Singapore
- Information on hotel facilities and dining outlets
- Generous ensuite living and dining rooms with a separate bedroom, study and walk-in wardrobe

- Exclusive glass-enclosed balcony
- Discreet access from a private elevator
- Spacious bathroom featuring separate bathtub and shower stall with overhead shower, double vanity and luxurious Bottega Veneta bath amenities of your choice
- LCD TV with local and international channels, complimentary on-demand movies, music and radio channels, DVD player and iPod docking station
- A selection of pillows to suit your preference
- Individual temperature control
- Sleek Nespresso coffee machine with complimentary coffee capsules
- Selection of TWG Tea bags
- Fully stocked Mini-bar
- International Direct Dial telephones with data port and voicemail
- In-room safe with power point for re-charging of devices
- Hair dryer
- Express check-out
- Shoe shine service

Conclusion

For my conclusion, learning about the purpose and understand the Hospitality Industry. The hospitality industry is a multibillion-dollar industry that depends on the availability of leisure time and disposable income.

A hospitality unit such as a restaurant, hotel, or an amusement park consists of multiple groups such as facility maintenance and direct operations (servers, housekeepers, porters, kitchen workers, bartenders, management, marketing, and human resources).

For my suggest in Fullerton hotel I will recommended the Palladian suites because the room can overview the beauty river in the room.

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