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**Executive Summary**

In a brief but comprehensive response, define the Hospitality Industry in your own words. For question 1, we learn that hospitality is the action that we do from the heart, and don't expect anything in return. The hospitality industry has 5 sectors such as accommodation, food and beverage, travel and tourism, Entertainment industry and timeshare. In Singapore the example of accomodation services are Hotel G , food and beverage services are Mcdonald's (fast food chain), kopitiam (hawker center), Kilo Kallang (restaurant), Travel and tourism services such as The Sentosa, Entertainment industry services such as casino at Marina Bay Sands.

What is the difference between the sectors and give example. For question 2, we learn what each sector can provide. In short, accommodation is a service that provide a room, group of rooms, or building in which someone may live or stay. Food and beverage is a service that provide convenient for customers as all the people need to eat. Travel and tourism is a service that provide goods and services for tourists. Entertainment industry is a service that provide satisfy for customers. Timeshare is a service that provide an option to customers choices and to enjoy facilities by either buying a part of facility or getting into a membership plan.

With example, define how does the company (Hotel / Resort) Practices hospitality. For question 3, we learn in detail how each department can show their hospitality skill in order to pleased guest. The departments in the hotel or resort are Housekeeping, kitchen, Safety and security, Front office and Maintenance engineering.

Define the significance of the hospitality industry to its country. For question 4, we learn the hospitality industry plays one of the important role in the country, it is because of the hospitality industry has got much importance of vigorous process of expansion.

**Introduction**

Hospitality is an action or gesture of goodwill that we or someone show to other people such as guest, customer, and stranger including friends to make them feel comfortable. The example of hospitality shown would be providing shelter, food, entertainment and even security.

The hospitality industry is one that is main focused on guest contentment. For the most part, it is built as luxury-based to meet basic needs. Hotels and resorts, cruise lines, airlines and other various forms of trip, special event planning, and restaurants all familiarly fall under the area of the hospitality industry.

This service-based industry succeed on the leisure activities of customer. Some of the business that the hospitality industry collect is temporary and not continuous, but all together, it accounts for a large source of its revenue.

For example, a family on vacation may fly from one country to another, book a hotel room for the time of their visit, eat at local restaurants, and visit theme parks or other area attractions. All of these activities involve the services provided by various areas of the hospitality industry.

**Assignment Questions**

**Question 1**

**In a brief but comprehensive response, define the Hospitality Industry in your own words.**

The Hospitality Industry is one that is main focused on guest contentment. For the most part, it is built as luxury-based to meet basic needs. Hotels and resorts, cruise lines, airlines and other various forms of trip, special event planning, and restaurants all familiarly fall under the area of the hospitality industry.

It has 5 different sectors such as below:

1. Lodging-Accommodation, such as hotel, motel, suites, budget hotel, luxury hotel, a place to stay and resorts. Resorts close to nature and nature side view. However, resorts also have pool and any games. High end guest from all over the country can enjoy golfing experience with each other especially business man, they can play golf with their business partners as bonding activity.In addition to resorts there are SPA to allow visitors to relax their body and mind. h

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2. Food and Beverage, such as KFC, Mcdonald, pizza hut, subway, burger king, starbuck, Domino’s pizza, hawker center, Kopitiam, Chinese food and Korean food.

3. Travel and Tourism, such as travel and tourism sector, travel agent, theme parks, tour guides and interesting places.

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4. Entertainment Industry, such as casino, marinas, sports and gaming, cruise, bars, massage house and cinema.

5. Timeshare, such as Shangri La Hotel, Okura Hotels & Resorts, Nikko Hotels International and Hotel JAL City hotels.

**Question 2**

**What is the difference between the sectors and give example.**

The different sectors are as below:

1. **Lodging-Accommodation**

* Lodging or accommodation is a service that provide a room, group of rooms, or building in which someone may live or stay. Three main types of accommodation services are lodging, suites and resorts.

The people booking lodges and rooms when people travel from one place to the other as they need a place to sleep. The lodges and rooms are shelter which will keep them safe from the atrocities of nature. This is the meaning of lodging.

Moreover, hotel sector also offers luxury suites for the stay as well. Generally,suites are suitable for formal sorts of staying and are much expensive compared to regular room services.

Another type of accommodation which is popular among travellers are resorts.Generally, resorts bring you close to nature as there have nature side view. For example, resorts build at cameron highlands.

1. **Food And Beverage**

* Food and beverage is a service that provide convenient for customers as all the people need to eat. People are always looking forward to food when they are on the go. When in a different country, people like to taste local cuisines.

There are three key categories of food service industry. First, quick-service establishments are commercial foodservice restaurants that compete for customers who look to garner quick snacks, drinks, and meals. They have fewer employees so self-service is criterion here such as Starbucks.

Apart from quick-service establishments, catering businesses also a key categories. This category provides food and beverage catering services for any special occasion. For instance, weddings, birthday parties and everything in between.

Full-service restaurant are typical restaurants or eateries which feature course meals, drinks and a plethora of other food services. These establishment usually seat you at a table and use waiters to take food orders. From fine dine to casual dining to themed restaurants.

1. **Travel And Tourism**

* Travel and tourism is a service that provide goods and services for tourists. Most of good and service include trains, airlines, cruise ships. Tourism is when people travel away from where they live by reasons that not only to leisure and fun but also for business and education, for not more than a year before they come home.

1. **Entertainment Industry**

* Entertainment industry is a service that provide satisfy for customers. For examples, sports and gaming is a basic thing which people are looking for on their travel. As a result, casinos, swimming pools, and other similar activities are becoming an indispensable part of the hospitality sector. Besides that, bars make an important part of the entertainment sector of the hospitality industry as the customers sitting around a table and having a couple of drinks with their friend is always a refreshing experience. The hotels also have nightclubs service for customers who like to dance with their favourite song. Nightclubs service can give them plenty of rest.

1. **Timeshare**

* Timeshare is a service that provide an option to customers choices and to enjoy facilities by either buying a part of facility or getting into a membership plan. For instance, members can get discount when stay in hotel or get voucher for free meal. Convention centers make the make the base of the hospitality industry as they offer a place where people can gather in bulks for seminars, conventions, expos, and other similar things. Furthermore, customers can own villas and resorts under the timeshare rule, for some time of the year and can go and enjoy with your friend or family.

**Question 3**

**With example, define how does the company (Hotel /Resort) Practices hospitality.**

The hotel or resort has many department listed as follow and following are the hospitality skill we will normally see practiced.

* **Housekeeping** – the department practices hospitality skill by keeping businesses running smoothly. They sweep, mop, dust, vacuum and clean the bathrooms. Housekeeping staff also clean windows and public areas, and they often remove trash and deposit it in the building's dumpsters. Many refill toilet paper rolls and hand soap in the bathrooms, and keep an eye out for issues such as burned-out light bulbs that need replacing, sometimes changing the bulbs or telling maintenance about the issues.In addition to basic duties, hotel housekeeping employees change sheets and make beds in the guest rooms. They keep the rooms stocked with clean cups, coffee supplies, towels and other bathroom items, such as shampoo. These staff members often must pass background checks because they have access to guests' private belongings, including cash and jewelry left in the rooms. In the laundry room, some housekeeping employees wash, dry and fold sheets and towels. Housekeeping staff often deliver additional items guests request, such as extra pillows or blankets.
* **Kitchen** – the department practices hospitality skill by understanding customer needs such as how the food is cooked, dietary restrictions. The kitchen staff prepares food, serves food, and cleans the kitchen. They also should ensure that all the food is safe for human consumption before serving.
* **Safety and security -**  the department practices hospitality skill by watch for unusual, illegal or dangerous activities occurring on the premises. They often patrol hallways, parking lots, stairwells, lobbies, bars and restaurants. Some guards might be assigned to a stationary post, such as beside an entrance. In hotels with video surveillance equipment, a security officer might spend all or part of his shift watching the monitors for any suspicious activity.
* **Front office -**  the department practices hospitality skill by communication and accounting are the most important functions of the front desk operation. Front office department must effective communication with guest. They processing the guest reservation, handling the guest reception and fulfill the guest inquiry usage in the hotel such as internet facilities and safe deposit. They also help guest check in and check out. The front office departments communicate with other departments of the hotel to maintain the room status. In addition, accounting procedure involve settlement of the guest bills, accepted advance booking of hotel rooms and settle bills at the time of check out.
* **Maintenance engineering -**  the department practices hospitality skill by ensure the smooth operations that result in happy customers.Hotel maintenance and repair workers typically work on electrical, plumbing, heating, and air-conditioning systems, as well as minor construction, repair and painting jobs. Some maintenance workers learn their skills on the job by working with and learning from experienced maintenance engineers.

**Question 4**

**Define the significance of the hospitality industry to its country.**

The hospitality industry plays one of the important role in the country, it is because of the hospitality industry has got much importance of vigorous process of expansion. As a result,the hotel industry is expanding globally and promoting its growth in a changing multicultural environment. The hotel is building at the regional,national and global levels. International Monetary Fund,and the growth allocations in developed countries (6.4%) and (2.2%) in developed countries are uneven.The hotel industry forms many sub sectors; hotels and restaurants are one of the biggest sources of economic growth. Moreover, in the years of 2005 the hotel industry total revenue of 39.44 billion, higher than the level of 2003 2.6billion. Over the years, competition in the hospitality industry has allowed industry participants to continue to serve and manage innovation and service price changes.

In addition, the same report shows that the Philippine Hotel Association (HRAP) divides the hotel market into Makati and the Gulf region. In 2005, HRB estimated that Makati’s customers accounted for about 95% of foreign visitors in the area of business, the Bay Area customers are mainly composed of international tourists, and travelers will always need a place to stay. The hotel industry is heavily dependent on tourists, whether foreigners or local tourists. For the industry as a whole, improving infrastructure and service facilities is worth investing. In addition, the industry will certainly benefit from the specialized labour force. If the domestic industry wants to be truly competitive with other countries, it is necessary to carry out rigorous staff training. Overall, the trend shows that the hotel industry has been greatly improved ten years ago. The hotel continues to invest in refurbishment and facility improvements, particularly in the area of information technology and management. Restaurants, especially chain stores, also improve the production and distribution system to improve efficiency. In the short term, the industry is expected to decline in the impact of tourism and consumer spending is expected to decline. At the same time, according to idea , better quality of service will help maintain long-term growth in the industry .The hospitality industry also contributes to countries GDPs and is a multi-billion-dollar industry that provides millions of jobs to people around the world. Hospitality is part of the tourism industry and the tourism industry accounts for one of the largest employment sectors in the world. No matter if you’re living in a poor country or a rich country, the hospitality industry hires skilled and unskilled workers .

In 2014, nine out of ten countries that heavily rely on tourism were islands. This is because islands do not have a lot of economic resources and land. They cannot develop their agriculture or industry sector like they can for the tourism industry. For example, the tiny island of Macau contributes 44% of its GDP from tourism which means 26.6 billion comes from just the tourism industry. This large amount of money helps build roads and infrastructures in the local island. This money helps pay for education, police and government buildings and jobs as well.Without the hospitality industry, there would be a large gap in the tourism industry . The large gap between tourism and hospitality is because there would be no mainstream place for tourists to stay, therefore decreasing travel to that area. This causes tourism activities such as tours, excursions and tourist attractions to decline in users and therefore decreasing revenue for the local area and its people. In conclusion, the hospitality industry is humongous and growing. It provides taxes, jobs, better infrastructure and increases GDP for the local country and benefit its people .

**Conclusion**

Overall, at the end of the task, hospitality industry play an important role in a country development form the economy, politic, social, and environment . By the way, the key of increase and maintain market share of the hotel industry is not just earn from the customer satisfaction yet, also their brand loyalty. Moreover, Brand loyalty from the customers is vital in the hospitality industry due to the repetitive business constitutes a big one room and food sales percentage .Brand Loyal of customers resist the price of competitors helping the hotel industry to maintain a high level occupancy rate due to product (and service)Knowledge is an important factor in the hotel selection process .The hotel operator should let their customers know theirs product. New customers will try the product based on the initial concept of perceived quality. If their trial results are satisfactory, then the perceived value of the product will increase,Resulting in further purchase. With the passage of time, the familiarity on the brand of professional knowledge will upgrade. So, the customers will began to develop a feeling of brand loyalty which in turn to encourages he or she to buys others new products with the same brand name . (Mustafa Tepeci,1996)

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