
Answers attached

1. Give short answers for the following questions: (12)**i. What are the convention hotels? Give an example.**

These hotels can provide a large quantity of rooms. In addition to accommodation, they provide extensive meeting and function space for holding conventions. There are banquet areas within and around the hotel complex. Most of them provide an in-house laundry, a business centre, airport shuttle service, and 24-hour room service. They are often in close proximity to convention centres and other convention hotels.

Example: Hilton London Metropole - https://www3.hilton.com/en/hotels/united-kingdom/hilton-london-metropole-LONMETW/index.html?WT.mc_id=zELWAKN0EMEA1HI2DMH3LocalSearch4DGGenericx6LONMETW

ii. What are the basic differences between a hotel and a motel?

The difference between the two types of accommodation is that Motels are designed for overnight stays for car travellers mostly, often with very basic facilities. Hotels are well equipped in comparison with Motels and have a larger scale of facilities. In Motels, the rooms usually have direct access to an open parking lot unlike Hotels which have a different design structure, with hallways that give access to the rooms. Motels are often smaller than most hotels and finally Motels are located on the outskirts of towns and cities for an easy accessibility.

iii. How are extended stay hotels different from Bed and Breakfasts?

Extended stay Hotels are properties that cater to customers who stay for an extended period. They usually offer full kitchen facilities, shopping services, business services and limited housekeeping services. In comparison to it, Bed and Breakfasts are usually family-owned. They are private homes whose owner lives on or near the premises and rents out rooms to overnight customers. The paid accommodation typically includes breakfast. A popular term is "B&Bs" (i.e. bed and breakfast provided). The host often provides customers with assistance regarding directions, and information regarding the local area including sightseeing suggestions. It is usually located in rural areas and villages.

iv. What is the relationship between the hospitality industry and tourism?

The relationship between Hospitality and Tourism: Tourism and hospitality go hand in hand, the hospitality industry offer services like accommodation, transportation, food and beverage, recreation and leisure. Tourism is the activity by the tourists where they engage in travelling to destinations where they want to experience recreational and leisure activities and most of the time avails of accommodation, food and beverage. The hospitality industry is the supplier of the services for tourism.

2. Outline the characteristic features of the hospitality industry. (4)

Hospitality has a strong emphasis on human exchange in the service delivery processes. These characteristics are Product-Service Mix,

- Two-way communications*
- Relationship building*
- Diversity in culture*
- Labour intensive*

Answers attached

3. Explain various functions of the major hotel departments. (4)

- *Engineering*

The engineering department is responsible for maintaining the physical plant of the hotel such as electricity, plumbing, air conditioning, heating and elevator systems; and for overseeing all mechanical and technical conditions of the hotel.

- *Security*

Security is an important concern in every hotel. The security department is responsible for implementing procedures which aim at protecting the safety and security of hotel guests, visitors, hotel employees and the hotel itself. Examples include monitoring surveillance equipment, patrolling the hotel premises and maintaining security alarm systems.

- *Human Resources*

The human resources (personnel and training) department is responsible for hiring, orientation, training, wages and benefit administration, labour relations, employee relations, and staff development.

- *Food and Beverage*

The food and beverage (F&B) department provides food and beverage services to the hotel guests and visitors through a variety of outlets and facilities/services. Examples include lounge, bar, coffee shop, restaurants, banquet service, room service (also called in-room dining) and cake shop.

- *Sales and Marketing*

The main functions of the sales and marketing department involve generating new businesses for the hotel, coordinating advertising, as well as sales promotions and public relations activities aiming at enhancing the hotel's image.

- *Accounts*

The accounts department is headed by the financial controller who, as a key member of the management team, can guide the hotel to an increasing profitability through better control and asset management. In addition, this department is responsible for monitoring all of the financial activities of a hotel. Examples include overseeing accounts receivable, accounts payable, payroll, and cost control systems of the hotel; keeping records of assets, liabilities and financial transaction of the hotel; preparing the monthly profit-and-loss statement, coordinating with purchasing department and information technology department, and handling guests' inquiries about billing.

4. Outline the main job responsibilities for the following personnel in a hotel: (4)**a) General Manager**

- *Providing leadership to the management team;*
- *Coordinating the work of all departments;*
- *Participating in the formulation of hotel policies and strategies;*
- *Leading the hotel staff in meeting the financial, environmental and community responsibilities; Assuming full responsibilities for the overall performance of the hotel.*

b) Residential Manager

- *Holding a major responsibility in developing and executing plans developed by the owner(s), the general manager and other members of the management team;*
- *Checking on operations, providing feedback and offering assistance when needed;*
- *Completing, reviewing and summarizing statistical reports and sharing them with the general manager;*
- *Assuming responsibilities for the daily operations and management of the hotel.*

Answers attached

Activity (6)

Investigate the range of hospitality businesses in your area. How many are there? What faction/section of the industry do they cater to the most? Prepare a brief report on what you discover.

The range of Hospitality in London has a wide variety, covering all the types, actually, of hospitality hotels. The size and type of hotel placement in the city, obviously depends on the area and the market demand.

Depending on the fact that in one area is an airport for instance, we might have Airport Hotels nearby. On the other hand, near major roads, M25 for instance, we will find Hostels and Travel-lodges, more budget hotels.

Near the city centre, we will see very expensive hotels, with a large number of rooms and many amenities, such as spa, conference rooms, events rooms, etc... The price is higher because it has direct connection with the whole metropolitan city and it is in the heart of the business centre.

Also in the City of London, many times we are able to find Guest Houses, similar to the bed and breakfast inns. They range from low-budget rooms to luxury apartments. They tend to be like small hotels in bigger cities. Though the facilities are limited, most rooms are air-conditioned with en-suite shower and toilet.

If let's say, we are going more nearby the limits of the metropolitan zone, we can see a large variety of Bed & Breakfasts, which can differ in prices and standards – meaning that they can be luxurious – with spa and massage services, pool and conference rooms, or just small rooms with only breakfast services included or as an option to the room service.

So overall, London is covering the whole variety and ranges of the Hospitality, from large Hotels to B&B's, depending on demand, areas of interest and average use request.