

FINAL
Alternative Assessment

(COVER PAGE)

Session : April 2020

Programme : Diploma in Culinary Arts (DCAN)
Diploma in Hotel Management (DHM/DHMN)

Course : **DHM1112: Supervision in the Hospitality Industry**

Date of Examination : 5 August 2020 (Wednesday)

Time : 4:00pm – 7:00pm Reading Time : Nil

Duration : 3 hours

Special Instructions :

Answer ALL questions.

Materials permitted :

Nil

Materials provided :

Nil

Examiner (s) : Mr. Shazeel Ali, Mr. Oh Kim Yong

Chief Moderator : Ms. Virgillia Lee Freddy

This paper consists of 4 printed pages, including the cover page.

**DIPLOMA IN CULINARY ARTS PROGRAMME (DCAN)
DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHM/DHMN)
DHM1112 SUPERVISION IN THE HOSPITALITY INDUSTRY
FINAL ALTERNATIVE ASSESSMENT: APRIL 2020 SESSION**

Duration of Assessment: 3 hours

Case Study

The coronavirus crisis in Malaysia and The Pines Hotel Melaka

2020 was to be the big year for Malaysia's tourism sector. Hotels and airlines were expecting millions of guests. What came was a virus. And with it, the worst crisis Malaysia's tourism industry has ever faced.

This year, tourism was supposed to boom like never before. Worldwide, the advertising drive for the big campaign "Visit Malaysia 2020" was set in motion. The Southeast Asian country was expecting around 30 million tourists and revenues of a solid €20 billion (\$21.5 billion). However, the COVID-19 pandemic has put a damper on all of this, particularly affecting the more than 3.5 million people working in the tourism industry.

The hotel sector has been hardest hit

Until recently, most visitors came from Singapore, Indonesia and China. But the Southeast Asian country was also becoming increasingly appealing to European tourists.

Since the entry ban, many hotels are struggling to survive. "It can be said that Malaysia will lose at least 60% of its tourism business by 2020," says Yap Lip Seng, CEO of the Malaysian Hotel Association. The result: wage cuts and unpaid holidays. This is the only chance to save jobs. But often, smaller hotels cannot afford this. Thousands of employees in the industry will find themselves on the street.

To support the businesses, some hotels are being used as quarantine centers for Malaysians returning from abroad. The government promised the equivalent of RM150 per room per night. More than 23,000 rooms appeared on the list. They were nevertheless not fully occupied.

However, Malaysia is fortunate to have a team of experienced and dedicated medical officers in the Ministry of Health (MOH) to fight against Covid-19 since the lockdown of the country on 18 March 2020. Therefore, as of 12 May 2020, Malaysia only recorded 16 new Covid-19 cases, the lowest in two months, according to Health Ministry (MOH) director-general Dr Noor Hisham Abdullah. The last time the country recorded such a low number of daily cases was before it went into a partial lockdown. **This indicates that there will be great opportunities for hotels and restaurants to get back to normally operations in near future.**

You are the consultant of THE PINES MELAKA, which houses 390 well-appointed rooms and suites, ranging in various size and types. Designed to inspire, each room is perceptively created with guests' enjoyment in mind – can expect to lull in a luxurious, modern sojourn in Malacca's heritage heart. All rooms are fitted with stylish furnishings in warm, neutral shades that function to soothe the soul and calm the spirit, allowing for a total relaxation of the mind and body.

As for food and beverage outlets, from local favorites to international delights, or exotic snacks to aromatic brews, there are two dining - The Oak Restaurant and Grea8 Sports Bar to treat visitors to an unforgettable gastronomic experience.

There are a total of 150 employees from Malaysia, Myanmar, Bangladesh Indonesia and trainees from INTI College working in various departments in The Pines Melaka.

The owner of this hotel is working at his very best to gain competitive advantage and be the best hotel in Melaka, especially after the Covid-19 pandemic. He stresses on the following objectives to be developed among employees during the lockdown period:

- a.) To enhance the motivational level of employees and prepare them for the re-opening of The Pines Hotel.
- b.) To create harmonious working environment and teamwork among employees.

Question

1.) Suggest **THREE (3)** different ways to develop a group of employees into a team. Explain the characteristics of a successful team to the owner of the Pines Hotel Melaka.
Minimum 300 words (30 marks)

2.) Propose the suitable raining method for the following group of employees:

- a.) Kitchen Commis
- b.) Coffee house Captains
- c.) Trainees from Inti College

Justify your answer. Minimum 500 words. (30 marks)

3.) Analyze the importance of performance evaluation towards the future of the Pines Hotel after the lockdown period. Minimum 300 words (20 marks)

4.) Suggest the different types of rewards or ways that help to motivate employees. Justify your choices. Minimum 300 words. (20 marks)

-THE END-
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