

FINAL
Alternative Assessment

(COVER PAGE)

Session : January 2021

Programme : Diploma in Hotel Management (DHM)

Course : **DHM1102: Accommodation Management**

Date of Examination : 12 March 2021 (Friday)

Time : 9:00 am – 1:00 pm Reading Time : Nil

Duration : 4 hours

Special Instructions :

Answer ALL questions.

Materials permitted : Nil

Materials provided : Nil

Examiner (s) : **Shazeel Ali Sardar Ali**

Moderator : Siti Nur Ahmad Kamaruddin

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

DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHM)
DHM1102: ACCOMMODATION MANAGEMENT
FINAL ALTERNATIVE ASSESSMENT: JANUARY 2021 SESSION

Duration of Assessment: 4 hours

(100 marks)

1. There are FOUR (4) Long Essay questions in this assessment. Referring to the attached Appendix, you must answer ALL questions below in 4 hours. Each question must be answered in approximately 300 – 500 words.
2. You may refer to variety of sources to answer all these long essay questions. All reference must be included in ONE reference page using APA Format and be attach together in your answer document.
3. 3. Your answers should be typed out in a Microsoft Word document and be submitted into Turnitin tool in BB to identify plagiarism index. Only 20 % plagiarism index is allowed. Marks might be minus if more than 20% plagiarism.
4. Document must then be submitted to the lecturer in the Journal submission tool in BB.

Case Study - Dangerous Discrepancies

Paul Mc Gregor, the general manager of the Hotel Rolex, convened a 10:00A.M.meeting with the hotel's front office manager, executive housekeeper, and chief engineer. Mr. Paul Mc Gregor was frustrated because that morning's report revealed six vacant rooms charged to guests who had already left a day or two earlier, an error that has become too common.

As his imposing figure entered the small meeting room, Mr. Paul Mc Gregor opened the meeting: "I want to thank you all for meeting with me this morning because I have a number of things to cover and I don't want to hold you up from your jobs...Oh," he paused, frowning his brow, "Where's Todd?" Just as Mr. Paul Mc Gregor finished his question, Todd, the front desk manager, burst into the room, "I'm so sorry to be late, Mr. Paul Mc Gregor," Todd said. "I had another darn discrepant room to deal with."

That's just why I wanted to speak with all of you." Mr. Paul Mc Gregor continued. "I'm getting pretty upset because the property has been losing revenue due to chargebacks. To make matters worse, last week I had to deal with a very angry Ms. Spencer, of the Spencer Spinet Company, who flew here all the way from New York just to check into a dirty room. She is a regular, high-paying customer of our hotel and now she'll probably take her business elsewhere. And this wasn't the first time I had to face this sort of complaint. I'd like to find out what's going on here. I have a feeling your departments aren't communicating. If this keeps up, it's going to affect our bottom line and your bonuses.

"Todd quickly spoke up, "Well, most of the time we get a chargeback because a guest neglects to notify the front desk upon checking out, sometimes days before the expected check-out time. We bill guests as originally booked but, if they claim that they checked out earlier, we have to reimburse them, their room is never rented, and we lose out. I think we should physically check all the rooms for occupancy each afternoon.

"Isabel, the executive housekeeper, immediately responded, "I don't know, Todd, you have to consider the increased labor costs and the demands on my staff. Room checks are just Band-Aids to cover up bigger problems. There must be a better way to handle it. Let's think of ways to encourage guests to let us know when they've checked out. Perhaps the housekeeping staff can help."

"I don't know about chargebacks," Tomas, the hotel's chief engineer said, "but I think if everyone just followed our established procedures for out-of-order rooms, we wouldn't have problems with guests checking into unready rooms.

"Oh, c'mon Tom," Todd chimed in. "I'm under pressure to fill rooms. Frankly, maintenance can be too slow for me. If I have a potential sell-out, my staff checks the out-of-order rooms. If one looks good, I sell it." Mr. Paul Mc Gregor cast Todd an irritated glance. "While we can't afford to have rooms sitting vacant, giving someone an out-of-order room is just plain bad for business, Todd," he stressed. "There's no guarantee that your staff will know what's wrong with the room from a brief visual check. We need a more experienced eye than yours.

"Tomas agreed, "Remember when the Paper Clip Manufacturers Association was in town for a convention and we checked someone into a room with a plumbing leak? The room was out-of-order when he checked in but, because we were at full capacity, we used the room anyway. We had to move him to another hotel because he wound up with two inches of standing water in the bathroom! "There's also the problem with discrepant rooms you faced before coming to this meeting, Todd," Isabel added, "My staff cleans rooms by noon and then an hour later the rooms are listed as dirty. How does that happen? "If guests check into rooms and then aren't satisfied," replied Todd, trying not to get defensive, "I move them to other rooms. The computer is programmed to default their original rooms as dirty. But I know that some of those guests never even see the room," Isabel replied. "They just change their minds right at the front desk. It would be better for all of us if the front desk would automatically re-designate those rooms as clean and vacant.

"I see your point," Todd said, trying to be patient, "but my staff is really busy too and it interferes with our other work if we are constantly switching back and forth on our computer screens. The worst thing I can do is keep guests waiting while I fiddle with the computer." Mr. McMurtry quickly responded to Todd's last point, "Yes, but there's also no sense in hurrying guests to unprepared rooms or making them wait for rooms that are ready. "The conversation was heating up and Mr. Paul Mc Gregor could see that they might be sitting there for the rest of the day if he didn't cut it short. "We've talked about a lot here. Now I want you all to agree on at least three solutions to these problems and come back to me with an action plan by the end of the day." With that he excused his managers and waited for the good news to roll his way.

Questions:

1. Describe in 300 words how the discrepancy happened at the 1st place?
2. Suggest **FIVE (5)** solutions on how to reduce chargebacks?
3. Suggest **FIVE (5)** ways the Room Divisions should do to resolve the conflicts over room status?
4. Elaborate **FIVE (5)** in 500 words on how the front office could eliminate room discrepancies in the future?

--The End--