

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE EXAMINATIONS BOARD
UNIVERSITY OF MALTA, MSIDA

SECONDARY EDUCATION CERTIFICATE LEVEL

MAY 2016

SUBJECT:	Hospitality
PAPER NUMBER:	Controlled – Unit 1
DATE:	2 nd June 2016
TIME:	10:00 a.m. to 11:35 a.m.

THIS PAPER SHOULD BE RETURNED TO THE INVIGILATOR AFTER THE EXAMINATION.

Name of candidate _____

I.D. number _____

School _____

Class _____

You must answer ALL the questions contained in this paper.

Scenario

As a form 3 student following a course in hospitality, you have been asked to give a talk to form 2 students who are considering applying to follow the course the following year. It is important that you are able to explain to them your understanding of Tourism and Hospitality. In your talk you should explain the importance of tourism to the Maltese economy and how sustainable tourism benefits society. They may ask you about job prospects, you will be expected to outline the various job roles in the hospitality industry and also the skills required to work effectively especially the importance of good communication skills and caring for all types of customers.

Question 1

(K1)

You start off your presentation by providing a definition of ‘Hospitality’ and defining the **three** different types of tourism.

a. Hospitality is –

(1 mark)

bi. _____ tourism is defined as comprising the activities of non-residents travelling to a given country that is outside their usual environment, and staying there no longer than 12 consecutive months for leisure and/or business. (1 mark)

ii. _____ tourism is tourism involving residents of one country travelling only within that country. (1 mark)

iii. _____ tourism is the tourism of visitors travelling outside their country of residence. (1 mark)

Question 2

(K3)

List **three** principles of sustainable tourism and **two** benefits that sustainable tourism has on society. This will enable the students to understand its importance for the future of tourism.

a. Principles

i. _____

ii. _____

iii. _____

(3 marks)

b. Benefits

i. _____

ii. _____

(½, ½ mark)

Question 3

(C2)

It is imperative for the students to understand how important tourism is to the Maltese economy to encourage them to choose to study hospitality. Therefore you decided to put in your presentation a statement found in a report commissioned by the Minister of Tourism in 2014, which refers to statistics of how tourism has a direct effect on the Maltese Economy:

‘accommodation and food, wholesale and retail, transport and recreation are the four sectors experiencing major direct impacts from tourism. Together they account for 31% of the economy’s approximately 189,000 full-time equivalent jobs in 2014’.

<https://tourism.gov.mt/en/Documents/The%20Contribution%20Of%20The%20Tourism%20Industry%20To%20The%20Maltese%20Economy%20-%202014.pdf>

a. Discuss with the students how **transport**, **recreation** and **retail** benefit from the tourism industry. Give **two** examples of each.

Transport

i. _____

ii. _____

(½, ½ mark)

Recreation

i. _____

ii. _____

(1/2 , 1/2 mark)

Retail

i. _____

ii. _____

(1/2 , 1/2 mark)

b. Discuss the Tourism Economic Multiplier effect.

(3 marks)

Question 4

(K7)

To give the students an idea of the type of jobs that would be available to them in the tourism sector, outline **two** jobs that they could aspire to.

a. Job 1: _____

Role: _____

(2 marks)

b. Job 2: _____

Role: _____

(2 marks)

Question 5

(C3)

The students ask you what skills and personal attributes would they require to work in the tourism industry.

a. Explain **two** skills.

- i. _____

- ii. _____

(4 marks)

b. Explain **two** personal attributes.

- i. _____
- ii. _____

(2 marks)

Question 6

(K8)

During your presentation to the students you employ several basic principles of effective communication.

Outline **two** of the basic principles that you will use.

- a. _____

- b. _____

(4 marks)

Please turn the page.

Question 7

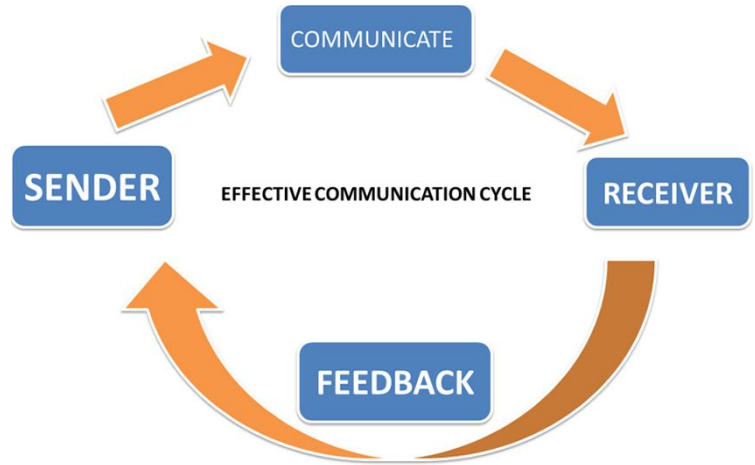
(K9)

During a question and answer session you use the following diagram to explain the communication cycle.

a. Identify yourself – ‘The Presenter’ and ‘The Audience’ in the cycle.

The Presenter = _____

The Audience = _____



(2 marks)

b. Explain the feedback process.

(2 marks)

Question 8

(C5)

During the question and answer period, one of the students asks how you manage to deal with so many different types of customers.

Explain **two** ways of how to deal with the following types of customers.

a. Families with young children

(2 marks)

b. The elderly

(2 marks)

c. Internal customers

(2 marks)

Blank Page