

Hotel Operations Management, 3e (Hayes)

Chapter 1 Overview of the Hotel Industry

1) Which segment of the tourism industry includes lodging operations?

- A) Hospitality
- B) Retail
- C) Transportation
- D) Destination sites

Answer: A

Learning Obj.: 1.1. Define components of the tourism industry and its lodging (hotel) sector.

Difficulty: Easy

2) Which type of lodging operation offers its guests sleeping rooms, meeting space and complete food and beverage services?

- A) Select-service
- B) Full-service
- C) Limited-service
- D) Hostel

Answer: B

Learning Obj.: 1.1. Define components of the tourism industry and its lodging (hotel) sector.

Difficulty: Easy

3) An ala carte menu is one in which the menu items offered are individually

- A) described.
- B) portioned.
- C) served.
- D) priced.

Answer: D

Learning Obj.: 1.1. Define components of the tourism industry and its lodging (hotel) sector.

Difficulty: Medium

4) Which type of hotel is typically operated out of a converted home?

- A) Hostel
- B) Full-service
- C) Select-service
- D) Bed and Breakfast

Answer: D

Learning Obj.: 1.1. Define components of the tourism industry and its lodging (hotel) sector.

Difficulty: Medium

5) The U.S. tourism industry is one of the top ten largest industries in

- A) 50 of the 50 states.
- B) 49 of the 50 states.
- C) 40 of the 50 states.
- D) 39 of the 50 states.

Answer: B

Learning Obj.: 1.1. Define components of the tourism industry and its lodging (hotel) sector.

Difficulty: Hard

6) What is the approximate size of the "average" hotel in the United States? management process?

- A) 50 rooms
- B) 100 rooms
- C) 200 rooms
- D) 300 rooms

Answer: B

Learning Obj.: 1.2. Examine lodging industry properties, guests, and characteristics.

Difficulty: Easy

7) About what percentage of hotel guests travel for pleasure, rather than travelling for business?

- A) 19%
- B) 39%
- C) 79%
- D) 59%

Answer: D

Learning Obj.: 1.2. Examine lodging industry properties, guests, and characteristics.

Difficulty: Easy

8) Which lodging industry characteristic recognizes the fact that, if a guest room is not rented on a specific day, the room revenue that would have been achieved for that room, on that day, is lost forever?

- A) Inseparability of manufacture and sales
- B) Perishability
- C) Repetitiveness
- D) Labor intensive

Answer: B

Learning Obj.: 1.2. Examine lodging industry properties, guests, and characteristics.

Difficulty: Medium

9) Which lodging industry characteristic recognizes the fact that a hotel's ability to attract and retain qualified staff members who consistently deliver excellent service is a key to the success or failure of a hotel?

- A) Inseparability of manufacture and sales
- B) Perishability
- C) Repetitiveness
- D) Labor intensive

Answer: D

Learning Obj.: 1.2. Examine lodging industry properties, guests, and characteristics.

Difficulty: Medium

10) Which lodging industry characteristic recognizes the fact that, in most cases, a hotel's GM must have expertise in one or more areas beyond that of merely selling hotel rooms?

- A) Inseparability of manufacture and sales
- B) Perishability
- C) Repetitiveness
- D) Labor intensive

Answer: A

Learning Obj.: 1.2. Examine lodging industry properties, guests, and characteristics.

Difficulty: Easy

11) What is another name for a management company that operates hotels for a fee?

- A) Brand manager
- B) Franchisee
- C) Contract company
- D) Franchisor

Answer: C

Learning Obj.: 1.3. Describe lodging property ownership, management, and organizational alternatives.

Difficulty: Easy

12) Which is a staff department in a lodging operation?

- A) Human resources
- B) Front office
- C) Food and beverage
- D) Housekeeping

Answer: A

Learning Obj.: 1.3. Describe lodging property ownership, management, and organizational alternatives.

Difficulty: Easy

13) Which is a revenue center in a hotel?

- A) Human resources department
- B) Security department
- C) Front office department
- D) Accounting department

Answer: C

Learning Obj.: 1.3. Describe lodging property ownership, management, and organizational alternatives.

Difficulty: Medium

14) Which is a cost center in a lodging operation?

- A) Human resources department
- B) Front office department
- C) Food and beverage department
- D) Parking garage

Answer: A

Learning Obj.: 1.3. Describe lodging property ownership, management, and organizational alternatives.

Difficulty: Medium

15) How is "market share" typically determined in the lodging industry?

- A) By the percentage of dollars spent
- B) By the number of guest rooms sold
- C) By the number of guest rooms available for sale
- D) By the number of hotels in a market

Answer: A

Learning Obj.: 1.3. Describe lodging property ownership, management, and organizational alternatives.

Difficulty: Hard

16) Significantly reducing the number of staff members in an organization for cost containment purposes is a process generally referred to as

- A) abasing.
- B) attrition.
- C) downsizing.
- D) erosion.

Answer: C

Learning Obj.: 1.4. Identify current lodging industry challenges.

Difficulty: Easy

17) The focusing of marketing efforts on highly-defined groups of travelers is a process known in the lodging industry as

- A) merchandising.
- B) revenue management.
- C) shotgun marketing.
- D) market segmentation.

Answer: D

Learning Obj.: 1.4. Identify current lodging industry challenges.

Difficulty: Easy

18) What is the formula lodging managers use to calculate a hotel's occupancy %?

- A) $\text{Total Rooms Sold} + \text{Total Rooms Available} = \text{Occupancy Percent (\%)}$
- B) $\text{Total Rooms Sold} - \text{Total Rooms Available} = \text{Occupancy Percent (\%)}$
- C) $\text{Total Rooms Sold} \div \text{Total Rooms Available} = \text{Occupancy Percent (\%)}$
- D) $\text{Total Rooms Sold} \times \text{Total Rooms Available} = \text{Occupancy Percent (\%)}$

Answer: C

Learning Obj.: 1.4. Identify current lodging industry challenges.

Difficulty: Medium

19) A hotel had 353 rooms available for sale on a Saturday night. The hotel sold 300 rooms that night. What was the hotel's occupancy % for that Saturday?

- A) 8.5%
- B) 85.0%
- C) 11.6%
- D) 116.6%

Answer: B

Learning Obj.: 1.4. Identify current lodging industry challenges.

Difficulty: Medium

20) The use of technology to analyze guest-related data to make better marketing decisions is known as data

- A) mining.
- B) management.
- C) segmenting.
- D) selection.

Answer: A

Learning Obj.: 1.4. Identify current lodging industry challenges.

Difficulty: Hard

21) A career ladder is

- A) a series of promotions that can occur within a single hotel department.
- B) a plan identifying successively responsible positions within an organization or industry.
- C) the collective methods used by employees to gain promotions.
- D) the manner in which employees seek raises for accepting new positions.

Answer: B

Learning Obj.: 1.5. Review typical lodging industry career opportunities and effective career planning principles.

Difficulty: Easy

22) A senior member of management who provides advice and counsel to less-experienced staff members about matters relating to a job, organization, or profession is known as

- A) a coach.
- B) a mentor.
- C) an advocate.
- D) a counsellor.

Answer: D

Learning Obj.: 1.5. Review typical lodging industry career opportunities and effective career planning principles.

Difficulty: Easy

23) Enrollment in a formal two-year or four-year hospitality management training program is

- A) absolutely critical to a successful hospitality career.
- B) not absolutely critical to a successful hospitality career.
- C) absolutely critical to a successful multi-unit hospitality career.
- D) irrelevant to a manager's lodging career.

Answer: B

Learning Obj.: 1.5. Review typical lodging industry career opportunities and effective career planning principles.

Difficulty: Medium

24) Which is a graphic "road map" that indicates possible career progression through a lodging organization?

- A) Mentorship
- B) Career ladder
- C) Internships
- D) Professional development programs

Answer: A

Learning Obj.: 1.5. Review typical lodging industry career opportunities and effective career planning principles.

Difficulty: Medium