

Introduction to Hospitality, 8e (Walker)
Chapter 1 Introducing Hospitality

1) The word *hospitality* comes from

- A) hospital
- B) inns and taverns
- C) hospice
- D) All of the above

Answer: C

2) Since its introduction, the pineapple has been internationally recognized as

- A) non-nutritional
- B) a widely used vegetable in the southwest
- C) a symbol of hospitality
- D) a symbol of danger

Answer: C

3) Key to being successful in the hospitality industry is

- A) being service oriented
- B) waiting tables
- C) knowing how to cook
- D) bartending skills

Answer: A

4) *Intangible* means

- A) something the guest uses but does not possess
- B) assets of the business
- C) a souvenir purchased as a gift
- D) physical property

Answer: A

5) In the hospitality industry, the concept of perishability means

- A) spoiled food that must be discarded
- B) an unsold airline seat, hotel room or empty restaurant table
- C) it cannot be measured
- D) it is intangible

Answer: B

6) Inseparability refers to

- A) the fact that production and consumption occur independently
- B) hospitality products being inherently heterogeneous
- C) the fact that production and consumption occur simultaneously
- D) hospitality products are tangible

Answer: C

7) Each of the following is a characteristic of the Hospitality Industry EXCEPT:

- A) characterized by shift work
- B) the service product and the guest are separate
- C) no such thing as business hours
- D) product is intangible and perishable

Answer: B

8) Mention of hospitality is found in writing dating back to

- A) Medieval times
- B) The Sumerians
- C) Ancient Greece and Rome
- D) The Silk Road

Answer: B

9) Anyone who receives or benefits from the output of someone's work is

- A) an internal guest
- B) an employee
- C) a vendor
- D) a guest

Answer: A

10) Internal customers are

- A) the employees
- B) restaurant dining room customers
- C) loyal customers who return often
- D) hotel guests

Answer: A

11) Quality guest service requires that we

- A) increase service advertising
- B) prioritize our profit motive
- C) focus on food quality
- D) understand our guests' needs

Answer: D

12) Associate empowerment leads to

- A) increased guest satisfaction
- B) increased productivity
- C) the Ritz Carlton associates spending up to \$2,000 to make a guest completely happy
- D) all of the above

Answer: D

13) Empowerment is

- A) delegated to management only
- B) a process that eliminates the need for management
- C) allowing all employees to make any decision they want
- D) a feeling of partnership in which employees feel responsible for their jobs and have a stake in the organization's success

Answer: D

14) The central focus in hospitality is

- A) guest service
- B) attitude
- C) communication
- D) provide a big profit

Answer: A

15) Corporate philosophy

- A) embraces the values of the organization
- B) embraces the values of guests including ethics and equality
- C) embraces the values of the associates including ethics, morals, fairness, and equality
- D) A and C

Answer: A

16) Recruiters are looking for

- A) creativity
- B) well-rounded candidates
- C) honesty
- D) service-oriented people

Answer: D

17) The concept of protecting the natural resources of the planet while achieving corporate profitability is known as

- A) perishability
- B) operational values
- C) sustainability
- D) productivity

Answer: C

18) In the United States, which tavern was the Revolutionary Headquarters of General George Washington?

- A) Coles Ordinary
- B) Fraunces
- C) Krieger's
- D) A and C

Answer: B

19) Who is regarded as the father of the modern restaurant?

- A) Pot au Feu
- B) Thomas Jefferson
- C) August Escoffier
- D) M. Boulanger

Answer: D

20) In the hospitality industry, the reason we are in business is

- A) to make a return on investment
- B) for society
- C) for non-consumers
- D) A and C

Answer: A

21) What is the reason for success in the hospitality industry?

- A) Handling guest complaints
- B) Being of assistance to all guests
- C) Service, service, service
- D) A and C

Answer: C

22) Pineapples are

- A) displayed on bedroom doors
- B) an exotic fruit reserved for hospitality students
- C) a symbol of hospitality
- D) A and C

Answer: D

23) The heart of the house is

- A) the front desk
- B) the concierge
- C) the doorman
- D) behind the scenes

Answer: D

24) In the hospitality industry, our services are mostly

- A) intangible
- B) tangible
- C) inseparable
- D) A and C

Answer: A

25) Another unique dimension of our industry is

- A) sold seats go unused
- B) empty cabins are paid for
- C) sustainability
- D) perishability

Answer: D

26) Using the four facets of the hospitality industry (travel, lodging, foodservice, and recreation), differentiate between the methods of service offered to customers. Use specific examples.

Answer: Student answers will vary according to specific type of service they choose from each facet.

27) Compare and contrast your ideal weekly work schedule with that of a typical manager in the hospitality field. Where are the main differences and how does the hospitality industry justify the differences.

Answer: Most students will note their perfect schedule as Monday-Friday 9 AM-5 PM with weekends and holidays off. The reality of a 60- to 70-hour workweek and holidays being the busiest days is not the most appealing schedule for young people. The rationale has been that the service the hospitality industry offers best is convenience, yet convenience to the guest does not always mean convenience to the provider.

28) You are a service leader for a national airline preparing to leave on a transcontinental flight from Atlanta to Los Angeles. List the "moments of truth" your customer will encounter from the time they arrive at the terminal to the time they land in LA.

Answer: The list will vary from student to student, depending on their perspective. Some lists will be all inclusive and some will be more limited to the moments that they are more passionate about. Stress the importance of every nuance of the service experience.

29) Using the concept of "sustainability," describe at least three goals your hotel may target that will help to ensure a healthy and protected local environment and also achieve economic prosperity.

Answer: The student should focus their answer on water conservation, solid waste management, alternative power, and reduction of energy. They should discuss the effectiveness of a cost effective program versus a sustained profitability. Students should also include a discussion about how the program may enable guest loyalty.

30) You are the owner of a new hotel chain. Outline the corporate culture you hope to create for your employees. Give examples.

Answer: Students should outline how they want their employees to view them as a manager, how they intend to treat their employees, and the importance of the customer in the day-to-day implementation of a cultural philosophy.

31) Discuss the pros and cons of an internship program, a job-shadowing program, and a mentoring program. Which do you think is most effective and why?

Answer: Students will look at each program with a variety of pros and cons. Internships are often viewed as an opportunity for "real world" experience, but if they are not managed properly, students often fall into the "gopher " role. Shadowing is effective for a short-term glimpse into the industry, but the experience is exactly that: short term. Mentoring is usually most effective as part of the new employee orientation process.

32) You are being interviewed for an entry-level management position with a cruise line.

Generate a list of five questions that you think would best allow you to portray yourself as the perfect candidate for the job.

Answer: The common answers here will center around the proverbial "What are your strengths and weaknesses?" and "What makes you the best candidate for the job?" Encourage students to ask more open-ended questions that allow them the flexibility to showcase those strengths and minimize the weaknesses.