

Introduction to Total Quality Management in Tourism and Hospitality

Hospitality Management · Answer Key · 10 Questions

1. What are the two main elements that define tourism?

- A) Employment and residence
- B) Movement and overnight stay**
- C) Retail and entertainment
- D) Marketing and sales

2. Which characteristic of a tourism product means it cannot be stored for future sale?

- A) Intangibility
- B) Inseparability
- C) Perishability**
- D) Variability

3. What is meant by the 'Absence of Ownership' in the hospitality industry?

- A) Customers own the room for life
- B) Guests purchase rights to benefits, not the physical assets**
- C) Hotels do not own their buildings
- D) Service providers do not own their equipment

4. How is the relationship between tourism and hospitality described?

- A) Competitive
- B) Symbiotic**
- C) Irrelevant
- D) Oppositional

5. What does 'Intangibility' imply for tourism products?

- A) They are always high quality
- B) They cannot be seen or touched before purchase**
- C) They are sold by many producers
- D) They vary by season

6. Which quality management component involves identifying standards and how to meet them?

- A) Quality control
- B) Quality improvement
- C) Quality assurance
- D) Quality planning**

7. What is the primary goal of Total Quality Management (TQM)?

- A) Reducing employee headcount
- B) Maximizing short-term profit
- C) Long-term success through customer satisfaction**
- D) Eliminating the need for management

8. What is the benefit of employee involvement in TQM?

- A) It reduces the need for training
- B) It promotes ownership of decisions**
- C) It removes the need for managers
- D) It eliminates the need for customer feedback

9. In TQM, what is a 'process-centered' approach?

- A) Focusing only on the final output
- B) Transforming inputs into outputs through a series of steps**
- C) Ignoring supplier input
- D) Focusing on individual performance only

10. Why is it difficult to control quality in the tourism industry?

- A) Lack of technology
- B) High diversity of guest preferences**
- C) Government regulations
- D) Excessive competition