

Tourism and Hospitality Product Characteristics & TQM

Hospitality Management · Answer Key · 19 Questions

1. Which characteristic describes why tourism products cannot be seen, tasted, felt, or heard before purchasing?

A) Intangibility

- B) Inseparability
- C) Perishability
- D) Variability

2. Why are tourism products considered inseparable?

- A) They can be stored in inventory for future sale
- B) They are manufactured by a single producer

C) They exist only when consumption occurs at the production site

- D) They carry full ownership rights for the customer

3. What does the perishability characteristic of tourism products imply?

- A) Services vary based on purchase time

B) Unsold hotel rooms or airline seats cannot be stored for future sale

- C) Products are physical objects that deteriorate over time
- D) Services are independent of human interaction

4. Which characteristic accounts for human interaction causing service levels to differ based on who provides them and when?

- A) Absence of Ownership

B) Variability

- C) Seasonality
- D) Intangibility

5. What does purchasing an airline ticket or hotel room stay grant the tourist?

- A) Full ownership of the physical property

B) The right to certain benefits without acquiring ownership

- C) A share of stock in the operating company
- D) Permanent access to the venue

6. Why is a tour package considered 'Manufactured by Many Producers'?

- A) It requires a single hotel to manage all services

B) It combines specialized components from airlines, hotels, and car rentals

- C) It relies entirely on automated technology
- D) It is produced in a centralized factory

7. What is seasonality in the tourism industry?

- A) Random variations in daily customer feedback
- B) Predictable changes over a year based on calendar or commercial seasons**
- C) The lifetime duration of a hotel property
- D) Continuous growth regardless of the time of year

8. Which component of quality management involves identifying relevant quality standards and deciding how to meet them?

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

9. What is defined as the decisive change in a process to improve the reliability or confidence of an outcome?

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

10. What is Total Quality Management (TQM)?

- A) A short-term strategy focused exclusively on advertising
- B) A continual process of detecting and eliminating errors and improving customer experience**
- C) A method aimed solely at automating front-desk operations
- D) A strict financial audit executed by external accountants

11. In a Total Quality Management setting, who defines the quality of the final product or service delivered?

- A) External customers**
- B) Internal politics
- C) Supply chain suppliers
- D) Technology vendors

12. What does the TQM principle 'Unity of Purpose' emphasize?

- A) Encouraging internal politics to foster competition
- B) Relying strictly on automated technology over human workers
- C) Eliminating internal politics so all employees collaborate toward a common goal**
- D) Reducing employee participation in decision-making

13. What is Guestology?

- A) The study of hotel architecture and physical layout
- B) The scientific study of people's needs, expectations, and behaviors in the service industry**
- C) The process of setting ticket prices for airlines
- D) The legal framework governing hospitality contracts

14. During which stage of guest interaction does hotel registration and room assignment typically take place?

- A) Pre-Arrival
- B) Arrival**
- C) Occupancy
- D) Departure

15. Which component of the guest experience serves as the backbone combining technology and personnel to deliver services?

- A) Service product
- B) Service setting
- C) Service delivery system**
- D) Service moment

16. What is a 'service encounter'?

- A) A financial dispute between management and suppliers
- B) The person-to-person or automated interactions between a tourism employee/system and the guest**
- C) A marketing campaign launched on social media
- D) The physical maintenance of hotel facilities

17. What are 'Moments of Truth' in the context of the guest experience?

- A) Legal disputes between guests and hoteliers
- B) Critical service encounters where guests form an opinion about the service provider**
- C) Internal meetings held by hotel executives
- D) Financial reports generated at the end of a fiscal year

18. Which moment of truth occurs when a potential customer researches a brand online and forms a first impression?

- A) Zero moment of truth**
- B) First moment of truth
- C) Second moment of truth
- D) Ultimate moment of truth

19. When a guest interacts with resort staff and experiences the resort ambiance upon arrival for the first time, which moment of truth is this?

A) Zero moment of truth

B) First moment of truth

C) Second moment of truth

D) Actual moment of truth