

Tourism and Hospitality Product Characteristics & TQM

Hospitality Management · Practice Test · 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