

Travel and Tourism Management

Sample Assessment Questions

Authored by: Statewide Instructional Resources Development Center

www.cte.sfasu.edu

25 Recall/Reproduction Assessment Questions

1. Tourism can best be defined as:
 - a. providing services and hospitality to travelers
 - b. creating an atmosphere and environment that fosters hospitality
 - c. businesses that provide services to people who are traveling
 - d. the temporary movement of people to destinations outside of their normal work and residence with activities created and facilities developed to cater to their needs
2. The key segments of tourism include all of the following **EXCEPT**:
 - a. food and beverage services
 - b. transportation and accommodations
 - c. attractions and entertainment
 - d. local artisans and translation services
3. As a travel agent, which of the following techniques do **NOT** relate to effective time management?
 - a. Planning
 - b. Organizing
 - c. Prioritizing
 - d. Modeling
4. All of the following must be considered in balancing your career **EXCEPT**:
 - a. family
 - b. education
 - c. promotions
 - d. health
5. Most tourism suppliers provide their services as:
 - a. independent travel agents
 - b. travel agents in competition with one another
 - c. travel agents who collaborate with each other
 - d. all of the above
6. What improves significantly among employees who see themselves as part of a team?
 - a. Performance
 - b. Morale
 - c. Attendance
 - d. Productivity
7. According to the FCCLA planning process, the first step is:
 - a. analyzing the problem
 - b. identifying the concern
 - c. developing an action plan
 - d. implementing a solution
8. Which team building practice listed below is the **MOST** important to project success?
 - a. Collaboration
 - b. Creativity
 - c. Coordination
 - d. Compromise

9. The primary reasons for travel include all of the following **EXCEPT**:
- adventure and action sports travel
 - vacation and leisure travel
 - business and professional travel
 - visiting friends and relatives
10. Which of the following is **NOT** a principle of workplace diversity?
- Making decisions genuinely based on equity and fairness
 - Always treating others with dignity and respect
 - Providing commissions
 - Providing a safe, secure and healthy workplace
11. All travel and tourism suppliers provide services to their clients as independent agents.
- True
 - False
12. Which of the following businesses are **NOT** found in tourism?
- Travel agencies
 - Cruise companies
 - Banks
 - Meeting and convention planners
13. All of the following advances in technology have changed tourism **EXCEPT**:
- internet
 - social media
 - tablets or smart phones
 - ATM machines
14. Quality service expectations in travel and tourism are formed by all of the following **EXCEPT**:
- word of mouth
 - price
 - personal needs and desires
 - past experiences
15. The “Mobility Era” of tourism included the introduction of which two major inventions of transportation?
- Steamships and automobiles
 - Railroads and steamships
 - Automobiles and air travel
 - Automobiles and bullet trains
16. All of the following are considered essential business skills in professional communication in travel and tourism **EXCEPT**:
- verbal communication
 - financial management
 - written communication
 - oral communication

17. Map making, which is very important to the advancement of tourism, is called:
- mapology
 - photography
 - cartography
 - genetic mapping
18. The major geographic areas of tourism include all of the following **EXCEPT**:
- international
 - domestic
 - residential
 - national
19. The natural resources and environments of travel and tourism consist of which three elements?
- People, physical geography and climate
 - People, physiology and environment
 - People, climate and technology
 - People, physical geography and culture
20. Tourism managers and agents must be skilled in which of the following aspects of business communication?
- Creating itineraries and schedules
 - Formal and informal presentations
 - Writing business letters
 - All of the above
21. Two of the fastest growing segments in tourism are:
- adventure/outdoor recreation and sports tourism
 - adventure/outdoor recreation and ecotourism
 - ecotourism and entertainment
 - entertainment and destination
22. Which of the following presentation techniques are **NOT** currently used to create effective educational teaching or training sessions?
- Prezi™, multi-media or simulations
 - PowerPoint™, smart-boards or videos
 - Face-to-face or online interaction
 - Telegraph or phonograph
23. One of the main functions of tourism businesses is to plan:
- work schedules and assignments
 - travel classes
 - food and beverage orders
 - vacations and tours
24. Non-verbal communication consists of all of the following **EXCEPT**:
- eye-contact
 - facial expressions
 - hand gestures
 - tone of voice

25. Which of the following is **NOT** required for successful business communication?
- a. Clarity of speech
 - b. Excellent grammar
 - c. Exceptional word choice
 - d. Typing speed

25 Recall/Reproduction Assessment Key

1. d
2. d
3. d
4. c
5. d
6. b
7. b
8. a
9. d
10. c
11. b
12. c
13. d
14. b
15. c
16. b
17. c
18. c
19. a
20. d
21. b
22. d
23. d
24. d
25. d

25 Skill/Concept Assessment Questions

1. Which of the following research areas determine the locations of travelers that represent market segmentation?
 - a. Demographic, geographic, and product-related
 - b. Demographics, enthusiasts and loyalists
 - c. Activities, interests, hobbies and opinions
 - d. Strivers, achievers, and adventurers
2. The market segmentation process involves:
 - a. selecting, profiling, forecasting, creating and designing
 - b. profiling, forecasting creating, estimating and deciding
 - c. selecting, estimating, forecasting, profiling and deciding
 - d. selecting, profiling, forecasting, estimating and designing
3. The five largest and most distinctive tourism consumer groups are:
 - a. professional, SMERF's, enthusiasts, incentive, mature and sports tourists
 - b. business and professional, incentive travelers, SMERF's, mature and special interest travelers
 - c. SMERF's, mature, special interest, novelty and incentive traveler
 - d. business and professional, mature incentive, special interest and sports tourists
4. Incentive travelers create a market segment called MICE. MICE travel to:
 - a. meetings, incentive events, conventions and exhibitions
 - b. marriages, international, conferences and education
 - c. meetings, informational promotions, conventions and events
 - d. marathons, incentive travel, committees and elections
5. The acronym SMERF's refers to a very large and hard to define group of travelers representing:
 - a. social, mature, eccentric, religious and fraternal
 - b. sports, military, economists, researchers, farmers
 - c. social, military, educational, religious and fraternal
 - d. sports, military, educational, researchers, farmers
6. The basic steps of decision-making using the FCCLA Planning Process for Individual and Team Action include:
 - a. identify concerns, goal setting, planning, action and follow-up
 - b. identify concerns, planning, selecting, action and follow-up
 - c. planning, goal setting, selecting, action and evaluation
 - d. goal setting, research, planning, scheduling, evaluation
7. Which of the following is considered a service learning project?
 - a. Research and provide a travel plan for a local nonprofit children's health organization
 - b. Sponsoring a bake sale to raise money for jackets to wear to a regional competition
 - c. Securing local business sponsorship for a state travel and tourism competition
 - d. Creating a suggestion box to gather input for an end-of-year travel project
8. The demand for organizational excellence is represented by "learning organizations" that promote:
 - a. continuous training and increased productivity
 - b. continuous improvement and organizational effectiveness
 - c. continuing education and staff development
 - d. contiguous training and cross-training

9. Some of the reasons travelers prefer package or all inclusive tours are:
 - a. convenience, one-stop shopping, cost-saving
 - b. cost saving, rewards, additional excursions, worry free, special treatment
 - c. convenience, incentives, upgrades, special treatment, cost saving
 - d. one-stop shopping, additional excursions, rewards, worry free, special treatment
10. The three basic building blocks to success in the tourism industry that provide Return on Investment (ROI) are:
 - a. margin, profits and leverage
 - b. margin, revenue and leverage
 - c. margin, turnover and leverage
 - d. margin, sales and leverage
11. The importance of quality service is reflected in which of the following benefits to a company?
 - a. Customer satisfaction, increased sales, and revenue
 - b. Higher profits, increased market share and brand loyal customers
 - c. Higher profits, customer satisfaction and increased market share
 - d. Brand loyal customers, higher profits and AAA ratings
12. Summarize discretionary income as:
 - a. money left over after all necessities are paid
 - b. money earned to pay for necessities
 - c. money won in a lottery
 - d. money earned for exceptional work
13. What can you infer about cultural diversity in travel in tourism careers?
 - a. People are from different countries
 - b. People have different languages, religions and abilities
 - c. People are of different ages
 - d. All of the above
14. How would you interpret unethical behavior?
 - a. Doing the right thing
 - b. Doing the wrong thing
 - c. Doing nothing at all
 - d. Being responsible
15. Management methods that ensure high-quality service include all of the following **EXCEPT**:
 - a. learn and understand customer wants
 - b. emphasize team goals
 - c. select and train the right people
 - d. reduce the number of management levels
16. A weekend presentation to couples for a time-share resort would be considered what type of presentation?
 - a. Informational
 - b. Educational
 - c. Lecture
 - d. Formal

17. Developing a high quality service model includes:
- tangibles, reliability, responsiveness, assurance and empathy
 - reliability, great products, responsiveness, insurance and sympathy
 - empathy, tangibles, compromise, assurance and reliability
 - tangibles, responsiveness, compromise, insurance and empathy
18. The personal selling skills of tourism services professionals include:
- knowing how to approach the client
 - knowledge of their product
 - knowing how to close a sale
 - all of the above
19. Technology, such as integrated point-of-sale systems, has improved customer service in which of the following areas?
- Lodging
 - Air Transportation
 - Ground Transportation
 - All of the above
20. Two areas of emerging technology in guest services that provide "real-time" feedback are:
- GSM (Guest Service Measurement) and POS (Point of Sale)
 - Guest Service Gold and POS (Point of Sale)
 - GSM (Guest Service Measurement) and Guest Service Gold
 - Online Surveys and Email
21. All of the following types of payment have made travel **MORE** manageable **EXCEPT**:
- credit cards
 - online purchases
 - debit cards
 - travelers checks
22. What observation can you make about entrepreneurs?
- They are lazy
 - They don't try new things
 - They are risk takers
 - They play it safe
23. The first step in gathering information for decision-making is:
- communication
 - reflection
 - observation
 - reasoning
24. Educational tours are generally designed and planned to:
- focus on educational activity
 - solely focus on the interest of the students
 - meet the requirements of an educational course/topic
 - meet the needs of educational institutions/instructors

25. Customers typically compliment which of the following services **EXCEPT**:
- a. cleanliness of the facilities and grounds
 - b. employees quickly attend to their needs
 - c. expensive personal care products
 - d. employees who anticipate their needs

25 Skill/Concept Assessment Key

1. a
2. d
3. b
4. a
5. c
6. a
7. a
8. b
9. a
10. c
11. b
12. a
13. d
14. b
15. d
16. a
17. a
18. d
19. d
20. a
21. d
22. c
23. c
24. b
25. c

Strategic Thinking Assessment Questions

1. Resorts must have an employee with which one of the following certifications on every shift?
 - a. Sanitation and Food Safety Certification
 - b. CPR Certification
 - c. Alcohol Training and Certification
 - d. All of the above

2. The two primary agencies that provide the majority of workplace regulations are:
 - a. EPA and USDA
 - b. OSHA and EPA
 - c. OSHA and FDA
 - d. EPA and EEOC

3. The federal agency established to monitor ecological safety is:
 - a. HACCP (Hazard Analysis Critical Control Point)
 - b. OSHA (Occupational Safety and Hazard)
 - c. MSDS (Material Safety Data Sheets)
 - d. EPA (Environmental Protection Agency)

4. Building maintenance has reported a chemical spill in the housekeeping area of the first floor of the resort you are managing. What is the FIRST action you must take?
 - a. Clear the area
 - b. Consult the MSDS (Material Safety Data Sheet)
 - c. Call for emergency response
 - d. Send out a guest alert via text, phone and closed circuit TV

5. MSDS sheets provide information about handling what type of products?
 - a. Hazardous chemicals
 - b. Sustainable materials
 - c. Recyclable materials
 - d. Hazardous waste

6. Customer safety is extremely important at large food related events. What is a most crucial precaution as you plan a corporate family day with outdoor food vendors in several locations?
 - a. Vendors must present valid food permits, proper hot and cold holding equipment
 - b. Potable water available for proper hand washing and on-site preparation
 - c. Proper electrical outlets and back-up generators
 - d. All of the above

7. The heart and soul of all lodging operations are involved in two major areas, the front office and the back-of-the-house. These areas are crucial to guest services because:
 - a. the front office is responsible for fiscal integrity and the back-of-the-house controls costs
 - b. the front office is the first and last point of customer contact and the back-of-the-house ensures guest satisfaction
 - c. the front office set the ambiance and the back-of-the house maintains cleanliness
 - d. the front office focuses on guest activities and the back-of-the-house handles complaints

8. The arrival of the internet increased customer accessibility to airline travel. Customers no longer need to contact a reservation agent for certain services. Marilyn is traveling to South America for a promotional meeting with vendors and her schedule is very limited. She has booked return tickets in both major cities in the event that her meetings end early. How does this action by customers adversely impact air transportation? (Select two answer choices)
- Airlines have to overbook to compensate for no-shows, which lowers availability
 - Airlines are unconcerned because the increase in fares and luggage costs help them to break even
 - Airlines must offer incentives to other travelers to offset overbooked flights
 - Airlines block a certain number of seats in order to prevent overbooking
9. According to the **U. S. Travel Association**, adults 45-63 years represent 21% of all leisure travelers. Of those travelers, 63% enjoy visiting beaches, rivers and lakes. JoAnn and Richard are seeking a venue they can return to annually and invite family members from time to time. As their travel expert, how would you explain the specifics of a traditional time-share plan?
- Time-shares are condominiums similar to luxury apartments made available on a first-come, first-serve basis and leased for 1-2 weeks per year
 - Time-shares are condominiums similar to luxury apartments with guaranteed accommodations for a specific time usually 1-2 weeks per year; units can be sold at "fractional costs" or leased by rental agreement
 - Time-shares are vacation clubs that offer multiple sites which are managed by rental agreement only
 - Time-shares are exclusive accommodations that are sold as vacation homes and cannot be sublet to other occupants for revenue
10. Business travelers have become a very sophisticated market segment. Your agency has been contacted by a corporate client to reserve accommodations for ten business executives for a two-week stay in California. How will you describe the amenities of the extended stay facility?
- An apartment hotel that has self-serve laundry facilities, and guestrooms (or "suites") with kitchens
 - A furnished apartment that is leased for short-stays up to 30 days
 - An apartment hotel that uses a hotel-style booking system which supplies living quarters suitable for light housekeeping and has public dining facilities
 - An unfurnished apartment that can accommodate a business traveler and provide resources for furniture and appliance rental
11. Traveling from Boston to New York has many options. As a travel agent assisting a family of four with holiday travel plans, what is the **MOST** economical mode of ground transportation?
- A luxury motor coach at \$178.00 per person plus limo service at \$75 one way
 - A bus at \$70.00 per person plus cab fare to the hotel at \$50 one way
 - A train at \$140.00 per person plus a rental car at \$30 per day for 5 days
 - A high speed train at \$220.00 per person and subway at \$5.50 round trip per person
12. Healthy food seekers like restaurants offering a wide variety of healthy food choices. A local group of "foodies" contacts your event planning company to create a "farm-to-table" experience. Which of the following aspects would be **MOST** appealing?
- A tour of a local garden including a hands-on cooking class using seasonal vegetables
 - A chef demonstration using fresh fruit and vegetables and food tasting
 - A shopping trip to a whole foods store, cooking demonstration and food samples
 - A farmer's market demonstration of the art and science of healthy cuisine, concluding with a health conscious meal

13. In what ways has the internet changed tourism services distribution?
- Created the ability to manage overall travel experience
 - Provided direct access to book air, car, and hotel arrangements
 - Provided lower rates with more all-inclusive services
 - All of the above
14. Trips to vineyards have gained popularity and offer many benefits. However, travel planners must think of travel safety when planning these events. Which scenario would provide a **RICH** experience, yet provide travel safety for the participants?
- Motor coach tours to several wineries in designated areas, guests will be served tapas (a variety of appetizer portions) at each location
 - Chauffeured limousine tours to four wineries with meal courses served at each one
 - Yacht cruise along the coast visiting three premier wineries culminating in dinner, dessert and coffee
 - Walking wines tour with lunch at an adjoining restaurant and local lodging next door
15. Which of the following is **NOT** an effective communication tool for employee schedules?
- Posted written schedules near the employee time clock
 - Verbal announcement at the end of the shift
 - Online schedule using an employee ID as the login
 - Company email sent at the end of the payroll period
16. Food trends influence travelers and locals alike. Food trucks that provide upscale fare, microbreweries, and pop-up restaurants are becoming a pop-culture among foodies. Which of the following events could be marketed to reach a vast segment of the community?
- Local chefs promoting a charitable organization
 - An Oktoberfest featuring local sausage and cabbage
 - A crawfish festival featuring other Creole and Cajun cuisine, Zydeco music and Chef demonstrations.
 - An International Foods Festival featuring, food and beverages from various countries, with cultural displays, arts and cooking demonstrations
17. Besides communicating with foreign visitors, speaking another language can:
- provide business opportunities with companies abroad
 - provide an increase in pay
 - make the workplace more interesting
 - create cultural diversity
18. The Gaming industry contributes 35% of the overall tourism profit margin. In 2010, Las Vegas alone generated \$5.8 billion in revenue. Which segment of the population represents the largest participants?
- High Rollers—sophisticated and professional gamblers
 - Day-Trippers—retirees who take in shows and go shopping
 - Low-Stakes/New Adopters—“baby boomers” and “gamers”
 - Family vacationers who play as an “offshoot” of other activities
19. A résumé is an advertising tool that summarizes a job applicant. Most include:
- work experience, education, achievements and licenses
 - qualifications and community service
 - military records, if applicable
 - all of the above

20. Human resources has discovered that the new chef does not have an I-9 or a W-4 on file. What cannot happen before these documents are submitted?
- The employee cannot receive a paycheck
 - The employee cannot report to work
 - The employee cannot receive insurance
 - The employee cannot be issued a uniform
21. There are several components that are of primary importance to customers seeking all inclusive destinations. Which components are the most important?
- Geography, entertainment, transportation, restaurants, retail shops and ease of access
 - Demographics, lodging decor, transportation, restaurants and retail shopping
 - Restaurants, retail shopping, and ease of access
 - Transportation, geography and lodging
22. The front desk manager notices that an employee is not properly disposing of guest bank card information. Which of the following regulations is the employee violating?
- Federal Trade Act
 - Right to Financial Privacy Act
 - Consumer Protection Act
 - Fair Credit Billing Act
23. John, the night custodian, has reported to a manager that he has worked over 80 hours during this pay period but did not receive the 40 hours overtime payment. This is a violation of which of the following?
- American with Disabilities Act
 - Equal Pay Act
 - Age Discrimination Act
 - Fair Labor Standards Act
24. Ethical standards are rules that govern a person's professional conduct. As the General Manager, you recently discovered and gathered proof that one of the housekeeping employees is not turning in items left behind by the guests. What course of action does this behavior require?
- Conduct an investigation
 - Give the employee a verbal warning
 - Give the employee a written warning
 - Terminate the employee
25. Most tourism suppliers collaborate with travel agents to provide their services. Which of the following are most often combined in travel packages?
- Hotel, airfare and car rental
 - Food, ground transportation and port charges
 - Lodging, airfare and ground transportation
 - Car rental, food and airfare

25 Strategic Thinking Assessment Key

1. d
2. b
3. d
4. b
5. a
6. a
7. b
8. a and c
9. b
10. a
11. b
12. d
13. d
14. c
15. b
16. d
17. a
18. b
19. d
20. a
21. a
22. c
23. d
24. d
25. c

25 Extended Thinking Assessment Questions/Tasks

1. Managing a busy amusement park requires insuring employees avoid a number of hazards. List and describe the four most common accidents for employees and how to prevent them.
2. As a travel agency manager, you will be challenged with coordinating several employees within various departments. Describe three ways in which you can use email to establish good communication practices with your employees.
3. A Tour Agent or Intermediary Agent will interact with various vacation and transportation suppliers around the globe. Describe three multi-media resources that can be used simultaneously to coordinate an online meeting in several time zones.
4. You are presenting to a local Chamber of Commerce on the importance of tourism. What are three main points you would use in your presentation?
5. What is the role of a city's Visitors and Convention Bureau? What is the source and type of funding for this organization?
6. Explain how the use of the Internet and computerized reservation systems has changed tourism reservations.
7. As you prepare for a career in tourism, describe the roles and responsibilities of a position that appeals to you.
8. Create a flyer highlighting the education and experience needed to prepare for a career as an International Travel Agent.
9. Describe what verbal and written skills are needed for entry level positions in the tourism industry.
10. Which segment of the Travel and Tourism market do you think will be the largest by the year 2050? As a resort manager, what would you do to accommodate this demographic?
11. Create a slide presentation showcasing the education and experience needed for a career as a hotel general manager.
12. Explain why studying travel and tourism from a marketing, management and financial perspective is important.
13. The United Nations World Tourism Organization (UNWTO) has a commitment to reduce poverty through tourism. Outline the major obstacles you foresee with this situation.
14. Outline the purpose of the United States Travel Association and its importance to the travel industry.
15. Describe the primary reasons the commercial cruise market is expected to have continued growth?
16. Airline and rail travel dominate long distance travel. Differentiate between the two.
17. Discuss two aspects of tourism that you have observed with your own community.

18. The fast pace of the travel and tourism industry can produce stressful challenges in the day-to-day operations. Describe four ways that a company can provide employees with healthy options for stress management.
19. As an entry-level employee in a global tourism market, what are five important professional qualities identified by the U. S. Occupational Outlook Handbook?
20. Compare and contrast two emerging markets in the Southwest Region of the United States that are creating a good portion of entry-level management opportunities for the Travel and Tourism industry.
21. In what ways can the cultural heritage of an area be used to attract tourists? Explain.
22. Explain how the following groups may have an impact on the future of tourism - business and professional travelers, mature travelers, international travelers.
23. What are your thoughts on the possibility of “tourism” space travel in the future? What do you perceive to be the impact on the economy of tourism with this type of travel?
24. According to the U. S. Occupational Outlook Handbook, what are the educational requirements and certifications for a travel consultant in the gaming industry? What licenses are required in the state of Texas?
25. Write a newspaper article explaining the expectations, changes and challenges you foresee in the future of the travel and tourism industry during your lifetime.

Extended Thinking Assessment Questions/Tasks Key

1– 25 Student answers will vary