

Travel & Tourism

Chapter 1 Outline Defining Hospitality & Tourism

Vocabulary

Hospitality industry –

Bed-and-breakfast (B&Bs) –

Tourism industry –

Service –

Variables –

Perishability –

Intangibility –

Changeability –

Diversity –

Ecotourism –

Market segments –

The Importance of Hospitality & Tourism

Industry Segments

1.

2.

3.

Product as Service

The Service Factor

Goods vs Services

Product Variables

1.

2.

3.

History of Tourism

Early –

1700s –

1800s –

History of Tourism

Ancient –

5th Century –

Renaissance –

1800 – 1900s –

Modern –

Trends in Hospitality & Tourism

1.

2.

3.

4.

5.

Technology

1.

2.

3.

4.

5.

Travel & Tourism

Chapter 1 Quiz

1. The hospitality industry is a group of businesses composed of establishments related to _____.

- A) lodging and entertainment
- B) lodging and food service
- C) food service and fun
- D) travel and transportation

2. Which are segments of the tourism industry?

- A) lodging and food service
- B) lodging and transportation
- C) restaurants, trains, planes, and buses
- D) travel, tourism, and sports and entertainment events

3. What is the main difference between a service and a good?

- A) A service cannot be rated.
- B) A good is a high-quality product.
- C) A service is intangible.
- D) none of the above

4. In the hospitality and tourism industries, most products would be classified as _____.

- goods
 - A)**
 - services
 - B)**
 - variables
 - C)**
 - none of the above
 - D)**
-

5. What is perishability?

- a state of being abstract
 - A)**
 - a condition of being subject to change
 - B)**
 - the probability of a product ceasing to exist or becoming unusable with time
 - C)**
 - a quality found in most fruits
 - D)**
-

6. When did tourism become popular?

- in the late 1900s
 - A)**
 - in the early 1900s
 - B)**
 - in the late 1800s
 - C)**
 - during the time of the Roman Empire
 - D)**
-

7. Thirteenth-century wayside inns were known as _____.

- taverns
- A)**
- post houses
- B)**
- bed-and-breakfasts
- C)**

- motels
- D)

8. What was the purpose of grand tours?

- to celebrate the arrival of a visiting king or queen
- A)
- to promote tourism
- B)
- to introduce young aristocratic men to the language and culture of another country
- C)
- none of the above
- D)

9. Which is not a trend in the hospitality and tourism industries?

- ecotourism
- A)
- increasing emphasis on safety
- B)
- greater convenience
- C)
- richer diets in food-service establishments
- D)

10. What is the meaning of time sharing?

- taking turns on the computer
- A)
- changing time zones
- B)
- worldwide vacation ownership
- C)
- none of the above
- D)