

Travel & Tourism

Chapter 4 Outline The Hotel Business

Vocabulary

Transient guest –

Meal plan –

Yield management –

Average Daily Rate (ADR) –

Occupancy percentage (OCC%) –

Revenue per available room (revPAR) –

Front of the house (lodging) –

Back of the house (lodging) –

Night auditor –

Guest service agent (GSA) –

Guest or uniformed services –

Concierge -

Types of Lodging businesses

Classification of Facility

1.

2.

3.

4.

Hotel Operations

Hotel Organization

The Front Office

Systemwide Departments

Support Staff

Travel and Tourism

Chapter 4 Quiz

1. Which are two factors used to determine lodging classification?

- A) guest type and location
- B) price and reputation
- C) price and season
- D) none of the above

2. Budget, midprice, and upscale are categories of _____.

- A) guests
- B) price
- C) a hotel's reputation
- D) none of the above

3. What is the main goal of any hotel?

- A) to have a good reputation
- B) to be trendy
- C) to maintain a high occupancy rate
- D) to have an off-season so the staff can take a vacation

4. A system of maximizing revenue through adjusting room rates according to demand is known as _____.

- average daily rate
 - A)**
 - occupancy percentage
 - B)**
 - yield management
 - C)**
 - the meal plan
 - D)**
-

5. In the hospitality industry, what is the meaning of the term transient?

- a walk-in guest without a reservation
 - A)**
 - a homeless person
 - B)**
 - an individual guest with a reservation staying a maximum of 30 days
 - C)**
 - a person traveling for business
 - D)**
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6. In the hospitality industry, the most expensive, most desirable season is known as _____.

- summer
 - A)**
 - the high season
 - B)**
 - the shoulder season
 - C)**
 - the off season
 - D)**
-

7. Which type of lodging began in Europe when guests would stay in an owner's home?

- spas
- A)**
- boutique hotels
- B)**
- retreat centers
- C)**
- bed-and-breakfasts
- D)**

8.

In a lodging facility, what is the most important task of the front-desk staff?

- A) greeting guests by name
- B) providing guests with the correct room key
- C) providing exemplary service
- D) balancing the books

9.

What is the title of a hotel staff member who performs all the functions of a desk clerk/agent, concierge, and valet?

- A) front-desk manager
- B) guest service agent
- C) bell captain
- D) none of the above

10.

What is the name of the department that oversees a hotel's buildings and grounds?

- A) engineering
- B) sales and marketing
- C) bell staff
- D) human resources