# *Hospitality Services 4th edition Reynolds Test Bank*

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# Chapter 1 The World of Hospitality

## MATCHING

*Match the following terms and identifying phrases.*

A. brand
B. chain
C. code of ethics
D. ethics
E. franchise
F. hospitality
G. host
H. independent business
I. lodging
J. lodging property
K. professional association
L. recreation
M. travel industry
N. travel package

1. Meeting the needs of guests with kindness and goodwill.
2. Discipline consisting of principles of conduct that govern the behavior of an individual or group.
3. A place to sleep for one or more nights.
4. Any activity that people do for rest, relaxation, and enjoyment.
5. Businesses that physically move travelers from one place to another.
6. Statement of proper, professional behavior for members of the profession.
7. Business that is not connected legally or by contract to any other business.
8. Business that has more than one establishment under the same name and the same ownership.
9. Businesses that provide overnight accommodations.
10. A name, logo, tagline, or any combination of these that distinguishes a product from its competitors.
11. The right to do business using the brand and products of another business.
12. Group of people organized to improve themselves, their profession, and their industry.
13. Trip arrangements for several segments of the hospitality industry, such as transportation, lodging, meals, and entertainment, for one fee for all arrangements.

1. ANS: F PTS: 1
2. ANS: D PTS: 1
3. ANS: I PTS: 1
4. ANS: L PTS: 1
5. ANS: M PTS: 1
6. ANS: C PTS: 1
7. ANS: H PTS: 1
8. ANS: B PTS: 1
9. ANS: J PTS: 1
10. ANS: A PTS: 1
11. ANS: E PTS: 1
12. ANS: K PTS: 1
13. ANS: N PTS: 1

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*Match the following terms and identifying phrases.*

A. accommodation
B. career and technical student organization (CTSO)
C. foodservice industry
D. franchise agreement
E. franchisee
F. franchise fee
G. franchisor
H. hospitality industry
I. lodging industry
J. multiunit business
K. recreation industry
L. single-unit business
M. tourism industry
N. travel package

14. Legal document that sets up a franchise.
15. Provides services to people who are away from home including food, lodging, travel, tourism, and recreation.
16. Businesses that prepare food and beverages for customers.
17. Another word often used to mean a place to sleep.
18. Businesses that provide overnight accommodations.
19. Providers of activities for rest, relaxation, and enjoyment.
20. Businesses that organize and promote travel for business, leisure, and other purposes.
21. Certain amount of money a person pays to a chain owner for the right to use the chain's brand name and sell the chain's products.
22. Business that has only one establishment.
23. Business that has two or more establishments.
24. Person who buys the right to use the brand.
25. Person who owns the chain and the brand.
26. Organization for students with an interest in a career area, such as hospitality or business.

14. ANS: D PTS: 1
15. ANS: H PTS: 1
16. ANS: C PTS: 1
17. ANS: A PTS: 1
18. ANS: I PTS: 1
19. ANS: K PTS: 1
20. ANS: M PTS: 1
21. ANS: F PTS: 1
22. ANS: L PTS: 1
23. ANS: J PTS: 1
24. ANS: E PTS: 1
25. ANS: G PTS: 1
26. ANS: B PTS: 1

**TRUE/FALSE**

27. The hospitality industry relates to many other areas of study, including science, technology, and economics.

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ANS: T PTS: 1

28. The hospitality industry has a major impact on national economies around the world.

ANS: T PTS: 1

29. The hospitality industry consists of four parts or segments: food, lodging, travel, and tourism.

ANS: F PTS: 1

30. A business that provides overnight accommodations is often called a *lodging property*.

ANS: T PTS: 1

31. The recreation industry consists of rental cars, buses, trains, airplanes, ships, and travel agents.

ANS: F PTS: 1

32. The major professional association in the foodservice industry is the AH&LA.

ANS: F PTS: 1

**MULTIPLE CHOICE**

33. The hospitality industry has a tremendous impact on the economy by ____.
A. allowing professional associations to organize and direct employees
B. creating complex options for businesses
C. encouraging employees to meet customer needs
D. providing jobs for millions of people

ANS: D PTS: 1

34. All of the following are examples of the foodservice industry *except* a ____.
A. grocery store deli that makes sandwiches
B. school cafeteria
C. roadside rest stop that includes vending machines
D. travel agency

ANS: D PTS: 1

35. Which of the following words means the same as *lodging* and may be used to mean a place to sleep?
A. Accommodation.
B. Bed-and-breakfast.
C. Campground.
D. Lodging industry.

ANS: A PTS: 1

36. Businesses in the ____ industry include travel agencies, cruise companies, and meeting and convention planners.
A. lodging
B. recreation
C. tourism

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D. travel

ANS: C PTS: 1

37. Which of the following is a listing of recreation businesses only?
A. Fast-food restaurant, bowling alley, and ice cream shop.
B. NASCAR races, major league football, and Broadway shows.
C. Fine-dining restaurant, movie theater, and shopping mall.
D. Museum of fine arts, shopping mall, and campground.

ANS: B PTS: 1

38. Which of the following is a major reason all segments of the hospitality industry must work together?
A. To give chains and franchises equal opportunity.
B. To ensure that both single- and multiunit businesses are involved.
C. To successfully meet customer needs.
D. To provide customers with minimum comforts and impressions.

ANS: C PTS: 1

39. Examples of multiunit businesses are ____.
A. chains and franchises
B. chains and single-unit businesses
C. franchises and independent businesses
D. franchises and single-unit businesses

ANS: A PTS: 1

40. Which of the following is the major purpose of a professional association?
A. To promote travel and tourism nationally and globally.
B. To find locations for professional schools.
C. To train people in hospitality and tourism.
D. To improve individuals, the profession, and the industry.

ANS: D PTS: 1

41. A code of ethics is a ____.
A. chance to influence governmental agencies
B. method of networking
C. provision of information about the industry to the general public
D. statement of proper, professional behavior

ANS: D PTS: 1

42. ____ relations involve providing information about the industry to the general public.
A. Franchise
B. Government
C. Public
D. Tourism

ANS: C PTS: 1

43. A career and technical student organization (CTSO) such as FCCLA or DECA gives students the opportunity to ____.
A. develop a code of ethics for professional practice

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B. develop interpersonal, leadership, career, and technical skills
C. improve the profession and industry
D. monitor legislation that impacts the hospitality industry

ANS: B PTS: 1

**ESSAY**

44. List five segments of the hospitality industry and give three examples of categories in each segment.

ANS:
(List three examples each:) food and beverage—quick-service restaurants, full-service restaurants, street vendors, carryout, cafeterias; lodging—hotels, motels, inns, bed-and-breakfasts, hostels, campsites; travel—rental cars, buses, trains, airplanes, cruise ships, travel agents; tourism— tour companies, tourism offices, convention and visitors bureaus; recreation— amusement parks, theme parks, nature parks, museums, movie theaters, sports arenas, concert halls, participatory sports

PTS: 1

45. Explain why it is important for all of the segments of the hospitality industry to work together.

ANS:
All segments of the hospitality industry need to work together to successfully meet the needs of the customer.

PTS: 1

46. Describe the difference between a chain and a franchise.

ANS:
A chain is a business that has more than one establishment under the same name and the same ownership. A franchise is a part of a chain. Someone other than the owner buys a franchise from the chain owner. The franchise gives this other person, the franchisee, the right to operate a unit of the business under the chain's name and using the chain's products. The franchisee must sign a franchise agreement and pay a franchise fee to the chain owner. The chain owner is known as the franchisor.

PTS: 1

47. List two questions to ask yourself to make sure your actions—when faced with a challenge—are ethical and founded on principles of good behavior.

ANS:
(List two. Answers will vary, but may include:) Does my plan follow employee rules and my employer's code of ethics and/or code of professional conduct? Have I discussed my plans with my supervisor in cases of unusual or special situations? Is my plan of action honest, fair, respectful of others, and legal?

PTS: 1

48. Compare and contrast a professional association with a career and technical student organization (CTSO).

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ANS:
A professional association is a group of professional people organized to improve themselves, their profession, and their industry. A CTSO is an organization for students with an interest in a career area, and its purpose is to give students the opportunity to develop interpersonal, leadership, career, and technical skills.

PTS: 1

49. What is sustainability?

ANS:
Sustainability concerns the environment and not having a negative social or economic effect. Something that is sustainable does not deplete the environmental resources of future generations, negatively affect their communities, or cause economic loss.

PTS: 1

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