



SIR ARTHUR LEWIS COMMUNITY COLLEGE  
DIVISION OF TECHNICAL EDUCATION AND MANAGEMENT STUDIES

EXAMINATION SESSION : Final Examination December 2018

TUTOR (S) : Ms. A. Mason  
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PROGRAMME TITLE : Travel and Tourism  
Hospitality Studies  
Food and Beverage  
Bridging - Hospitality

PROGRAMME CODE : 3HS -TAT-AD  
3HS -HOS-AD  
3HS-FAB-AD

COURSE TITLE : Introduction to Tourism and Hospitality

COURSE CODE : HOS101

DATE :

COMMENCEMENT TIME :

DURATION : 1 ½ hours

INVIGILATOR (S) :

ROOM (S) :

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**INSTRUCTIONS:**

This exam consists of 60 Multiple Choice questions. Answer all questions on the answer sheet provided.

**Borrowing or lending is prohibited.**

- Students are advised to use a pen to write this examination
- Write your ID number on *the answer sheet provided.*
- All cell phones must be turned off during the examination
- **Note: Bags, books as well as writing paper not given by the invigilator should be deposited at the front of the examination room or as otherwise indicated.**
- Students **must** sign IN and OUT on the examination class list
- All examination papers including response sheets **must** be submitted to the invigilator.

1. Tourism is an/a \_\_\_\_\_ export because there is no tangible product and the consumer purchases the product without physically seeing it.
  - a. Tangible
  - b. Opaque
  - c. Versatile
  - d. Invisible
  
2. The \_\_\_\_\_ is a broad category of fields within the service industry that includes lodging, event planning, theme parks, transportation, cruise line, and additional fields within the tourism industry.
  - a. Hospitable
  - b. Hospitality Industry
  - c. Service industry
  - d. Accommodation Sector
  
3. Which is NOT a contrivercial project connected with tourism that is being discussed in the news currently?
  - a. The establishment of the dophin park
  - b. The relocation of the Castries Comprehensive school
  - c. The closure of George Charles Airport
  - d. Expanding Pointe Seraphine berths
  
4. Who is the current Minister for Tourism
  - a. Hon. S. Montoute
  - b. Hon. D. Fedee
  - c. Hon. P. J. Pierre
  - d. Hon. A. Chastanet
  
5. Which of the following is a definition/characteristic of an attraction?
  - a. It draws people to a destination
  - b. It can be the destination itself
  - c. It is based on natural resources, culture and ethnicity
  - d. All of the above
  
6. For tourism to happen, people need the time, the money, the means and the \_\_\_\_\_ to travel.
  - a. Motivation
  - b. Desire
  - c. Will
  - d. All of the above
  
7. Several islands in the Caribbean are dependent on tourism for?
  - I foreign exchange
  - II. Employment generation
  - III. Education and training
  - a. I and II only
  - b. I and III only
  - c. II and III only
  - d. I, II and III
  
8. Tourism Services comprise of the following EXCEPT:
  - a. Intermediaries
  - b. Banking
  - c. Insurance
  - d. Legal

9. Based on Doxey's Irritation Index, in this stage local residents begin to take tourists for granted and the growth of the industry starts to slow down:
- Irritation
  - Apathy
  - Antagonism
  - Euphoria
10. Based on Doxey's Irritation Index, in this stage local residents are enthusiastic and thrilled to support tourism development and are willing to share their community with visitors:
- Irritation
  - Apathy
  - Antagonism
  - Euphoria
11. Which of the following statements is **true**:
- Service breakdowns are rare in most organizations
  - One key strategy for preventing dissatisfied customers is to think like a customer
  - Service breakdowns always occur as a result of service provider error
  - All of the above
12. All of the following are considered Tourism Services **EXCEPT**:
- Educators
  - Professional services
  - Shipping companies
  - Duty free shopping
13. Contact between tourists and host may arise in any of these scenarios **EXCEPT**:
- Tourist and local use of the same facilities
  - Tourist purchase of goods and services from local residents
  - Tourist drinking at a bar with other visitors
  - Purposeful meeting to exchange ideas and information
14. The following are characteristics of the hospitality industry **EXCEPT**:
- Product-service mix
  - Labour Intensive
  - Diversity in Culture
  - Seasonality
15. \_\_\_\_\_ occurs any time the customer interacts with the service organization of its employees
- Service recovery
  - Servitude
  - Service encounter
  - Service standards
16. How do you make service standards effective?
- It must be clear
  - It must be concise
  - It must be observable
  - All of the above

17. In order to reduce occurrence of service failures, the organization must invest in developing a \_\_\_\_\_ where delivering quality service and customer satisfaction are a natural way of conducting business
- Service recovery
  - Service norms
  - Service culture
  - All of the above
18. Failure to provide good service can bring about the following **EXCEPT**:
- Spreading negative word of mouth advertising
  - Legal action against the company
  - Repeat visitation
  - Customers leaving earlier than planning
19. The main impacts include:
- Cultural, Economic, Social, Physical,
  - Cultural, Physical, Demographic, Social
  - Social, Environmental, Economic, Cultural
  - Environmental, Economic, Scientific, Cultural
20. Moral conduct is related to all of the following acts **EXCEPT**:
- Prostitution
  - Crime
  - Vending
  - Gambling
21. \_\_\_\_\_ impact occurs when changes come about in the host and foreigner in terms of language, cuisine, social habits and music.
- Social
  - Cultural
  - Sociocultural
  - Environmental
22. Which of the following is a positive social impact of tourism?
- Inflation
  - Changing values
  - Increase in sex trade
  - Inter-cultural understanding
23. What is the 'demonstration effect'?
- When Tourist demonstrate that they are different from the locals during and encounter
  - The tourists demonstrate their needs at a destination
  - The host demonstration of an attraction to the tourists
  - The host emulating some of the behavioral patterns of the tourists
24. Acculturation is defined as:
- The process by which tourist visit a destination to steal the existing culture
  - A situation whereby cultures merge to form one culture
  - The process by which cultures borrow from each other when they come into contact.
  - The last stage in Doxey's irritation index where there is open expression of irritation.

25. \_\_\_\_\_ is restricted access to public beaches, ownership of land by non-nationals, inflated price of land outside the reach of locals and the removal of locals from an area to make way for tourism development.
- Demonstration effect
  - Displacement
  - Commercialisation
  - Staged authenticity and commodification
26. Overdependence on tourism and inflation of prices are associated with which type of impact?
- Political
  - Socio-cultural
  - Cultural
  - Economic
27. All of the following are positive economic impacts **EXCEPT**:
- Linkages
  - Leakages
  - Contribution to local economies
  - Small business development
28. Which of the following statement is **FALSE**?
- The extent to which the direct employers can develop links to other sectors of the economy will determine how many jobs and how much income tourism can generate
  - The type of tourist activities in a destination affects the types and number of jobs generated
  - The types of skills available locally affects employment generated
  - Tourism takes people from other sectors of the economy
29. How does tourism income accrue to governments?
- Direct taxation from employees
  - Indirect taxation such as customs duties
  - Airport taxes imposed on passengers
  - All of the above
30. Stimulation of infrastructure investment can best be described as \_\_\_\_\_.
- A negative cultural impact
  - A negative economic impact
  - A positive environmental impact
  - A positive economic impact
31. Sandals Resort International has acquired two hotels in Barbados; once these hotels are up and running most of the profits will be sent back to Jamaica. This is considered \_\_\_\_\_
- Import Leakage
  - Export Leakage
  - Import Linkages
  - Export Linkages
32. Overreliance on one economic activity such as tourism is considered:
- Inevitable
  - Not an economic impact
  - Good
  - Bad

33. Which item best describes ECONOMIC impacts of tourism?
- I. Employment generation, foreign exchange earnings, crime
  - II. Pollution, employment generation, crime
  - III. Contribution to government revenue, employment generation, infrastructure investment
  - IV. Foreign exchange earnings, seasonality of jobs, leakages
- a. I and III only
  - b. II and IV only
  - c. III and IV only
  - d. All of the above
34. Which of the following is **NOT** a negative economic impact of tourism?
- a. Seasonality
  - b. Inflation
  - c. Overdependence on tourism
  - d. Foreign exchange earning
35. The extent to which tourism can establish ties with local businesses depends upon which of the following:
- a. The type of tourism development
  - b. The capacity of local suppliers to meet the demands of the industry
  - c. The historical development of tourism in the destination
  - d. All of the above
36. \_\_\_\_\_ is when governments invest scarce resources in encouraging the development of tourism they forego the opportunity to invest that money in other areas, perhaps more productive ways.
- a. Public Services
  - b. Opportunity Costs
  - c. Consumption Behaviour
  - d. Inflation
37. Tourism is price and income elastic meaning?
- a. Persons will pay any price to travel
  - b. If price increases demand remains constant
  - c. If price decreases demand will increase
  - d. Demand will increase with a rise in prices
38. Which of the following sectors is most directly linked to tourism?
- a. Health
  - b. Finance
  - c. Education
  - d. Agriculture
39. All of these are negative social impacts **EXCEPT**:
- a. Altered social values
  - b. Stress to both tourist and residents because of overcrowding
  - c. Decline of traditional activities
  - d. Economic dependence on tourism
40. EIA evaluates how proposed developments may or may not alter the environment. EIA stands for:
- a. Environmental Immigration Assessment
  - b. Event Information Assessment
  - c. Environmental Impact Assessment
  - d. Environment Impact Assessment

41. The way that tourism has provided the impetus for developing old buildings into new tourist facilities is considered what type of impact?
- Social
  - Cultural
  - Environmental
  - All of the above
42. When some tourists visit destinations in the developing countries, they usually have a superior feeling towards local residents, the term to best describe this is \_\_\_\_\_.
- Irritation
  - Stereotyping
  - Culture Clash
  - Hollywood Effect
43. All of the following are categories of attractions **EXCEPT**:
- Skating
  - Heritage
  - Gaming
  - Commercial
44. Which one of the following can be categorized as a type of accommodation
- Eco-lodge
  - Airport
  - Train
  - Club facilities
45. The following are areas of adventure tourism and recreation **EXCEPT**:
- Outdoor adventure
  - Trade Show
  - Marine Facilities
  - Golf and Tennis
46. Which sector provides for the active involvement of visitors in a tourism market?
- Accommodation
  - Tourism services
  - Transportation
  - Adventure Tourism and Recreation
47. \_\_\_\_\_ refers to how a specific tourism product can be tailored to meet the needs of a particular audience/market segment.
- Mass Tourism
  - Alternative Tourism
  - Niche Tourism
  - Speciality Tourism
48. Which of the following statement is **not** true about attractions
- It can be large or small
  - It can attract residents of tourist populations
  - It can be manmade or natural
  - It can be a single business or multiple businesses
49. According to the CHTA a small hotel will have a maximum of how many rooms
- 15
  - 50
  - 75
  - 100

50. Which of the following is the result of spoiling the environment due to tourism activities?
- Increased levels of congestion and pollution
  - The balance of payments
  - Consumption behaviour
  - All of the above
51. Which of the following is not a manmade attraction?
- Fort
  - Monument
  - Garrison
  - Fauna
52. Which of the following statement/s is **TRUE**?
- Tourism has provided the push for the conservation of natural resources
  - The pursuit of tourism has resulted in controls on the destination that are designed to protect the environment.
  - The pressure of tourism on the environment has led to conflict.
  - All are true
53. A potentially negative cultural and social impact of tourism does **not** include:
- Encouragement of urbanization and emigration
  - Increase health risk
  - Encouragement of cultural conservation
  - Loss of cultural authenticity
54. Which of the following statements is **not** true in terms of the factors that have contributed to the staggering growth of the airline industry
- The rise of no frills carriers
  - The deregulation of the airline industry
  - The increase in taxation
  - None of the above
55. Which of the following are classifications of transportation?
- Rail
  - Water
  - Air
  - All of the above
56. Which of the following ways can a hotel be owned and managed?
- Franchises
  - Management contract
  - Independently owned and managed
  - All of the above
57. Which of the following is **not** a meal plan
- Continental Plan
  - Modified American Plan
  - American Plan
  - Eastern Plan



58. Which of the following is **NOT** considered a direct career in tourism?
- Tour operator
  - Convention Centre Manager
  - Marketing Consultant
  - Aquatic Ecologist
59. This is **not** an example of government regulations on minimizing the environmental impacts on tourism
- Limit the number of tourist visiting
  - Limit the height of development projects
  - Limit or restrict access to a destination or attraction
  - Provide research and survey at the destinations' airports
60. Hotel chains account for a large percentage of the world's hotel room inventory. Which of the following is hotel chain:
- Rendezvous Hotel
  - Windjammer Landing
  - Royalton Resort
  - Palm Haven Hotel