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## HOSPITALITY MANAGEMENT

### Overview

Hospitality is an important aspect of business and society. This event provides recognition to FBLA members who have the ability to help other people enjoy both leisure and business-related events.

This is a team event composed of two or three members. This event consists of two parts: an objective test and a performance. The objective test is taken collaboratively by the team members, and the top fifteen teams scoring the highest on the objective test will advance to the final round and participate in the performance component.

This event is a team event of two or three members.

### Competencies

<http://www.fbla-pbl.org/docs/ct/FBLA/HOSPITALITYMANAGEMENT.pdf>

### Website Resources

- American Hotel & Lodging Association  
<http://www.ahla.com/>
- Hospitality Management Resources  
<http://library.osu.edu/find/subjects/department-of-consumer-science/hospitality-management-resources/>
- National Restaurant Association  
<http://www.restaurant.org/>

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## HOSPITALITY MANAGEMENT SAMPLE QUESTIONS

1. \_\_\_\_\_ is **not** part of the Marriott brand.
  - a. Springhill Suites
  - b. Courtyard by Marriott
  - c. Fairfield Inn
  - d. Hampton Inn

**Competency:** Current Hospitality Industry Trends

2. \_\_\_\_\_ means applying marketing principles and the components of the loyalty circle to the people who serve the customers.
  - a. Lifetime value marketing
  - b. Loyalty marketing
  - c. Frequency program
  - d. Employee relationship marketing

**Competency:** Current Hospitality Industry Trends

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3. \_\_\_\_ are thoughts that we think are fact, which we derive from perceptions.
- Attitudes
  - Values
  - Perceptions
  - Beliefs

**Competency:** Types of Hospitality Markets and Customers

4. Our \_\_\_\_ influence(s) how we judge and react to beliefs.
- integrity
  - values
  - intentions
  - attitudes

**Competency:** Types of Hospitality Markets and Customers

5. Keeping highly motivated, service-oriented employees does **not** require:
- complimenting or rewarding employees frequently
  - maintaining regular communications with employees
  - large budgets for human resource management
  - setting clear objectives and performance standards for employees

**Competency:** Types of Hospitality Markets and Customers

6. \_\_\_\_ means giving employees the authority to identify and solve guest problems or complaints on the spot, and to make improvements in work processes when necessary.
- Delegation
  - Job specification
  - Empowerment
  - Modification

**Competency:** Types of Hospitality Markets and Customers

7. \_\_\_\_ involve buying a specific time period (one or two weeks) to spend at a vacation resort.
- Time shares
  - Duplexes
  - Condominiums
  - Resorts

**Competency:** Environmental, Ethical, and Global Issues

8. Hotel guests buy:
- a place to stay
  - safety
  - the expectation of a great experience
  - basic needs

**Competency:** Environmental, Ethical, and Global Issues

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9. Energy management systems save massive amounts of money by controlling and monitoring all of the following **except**:

- a. heating units
- b. security procedures
- c. air conditioning units
- d. lights

**Competency:** Environmental, Ethical, and Global Issues

10. Personnel from hotels attend trade shows around the world to:

- a. work with the competition
- b. attract new business
- c. enjoy time away from the hotel
- d. learn new procedures

**Competency:** Environmental, Ethical, and Global Issues

11. \_\_\_\_ management includes all the activities necessary to plan, research, implement, control, and evaluate the marketing efforts of a hospitality and travel organization.

- a. Property management
- b. Human resource
- c. Financial
- d. Marketing

**Competency:** Legal Issues, Financial Management, and Budgeting

12. \_\_\_\_ is the percentage relationship of an organization's sales to total industry or sector sales.

- a. Efficiency ratio
- b. Market share
- c. Sales analysis
- d. Marketing cost analysis

**Competency:** Legal Issues, Financial Management, and Budgeting

13. Which of the following is **not** used to measure sales-force efficiency?

- a. number of inquiries generated per ad
- b. average revenue per sales call
- c. average sales-call time per contact
- d. average cost per sales call

**Competency:** Legal Issues, Financial Management, and Budgeting

14. Advertising efficiency is **not** based on:

- a. cost per inquiry
- b. conversion rate
- c. cost per thousand persons reached
- d. percentage of sales through various distribution channels

**Competency:** Legal Issues, Financial Management, and Budgeting

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15. What is a multinational hotel?
- addresses the needs of multicultural groups
  - has property in more than one country
  - employs citizens from foreign countries
  - has international guests

**Competency:** Human Resource Management

16. What are the responsibilities of the human resources department in a hotel?
- remuneration, event planning, and maintenance
  - sales, job interviews, and special events
  - employee benefits, accounting, and reservations
  - recruiting, training, and employee compensation

**Competency:** Human Resource Management

17. One form of non-traditional marketing is:
- quality marketing
  - service marketing
  - relationship marketing
  - loyalty marketing

**Competency:** Human Resource Management

18. A front desk agent informs the guest of the availability of a room with better accommodations or amenities. This process is known as:
- promoting
  - discounting
  - facilitating
  - upselling

**Competency:** Human Resource Management

19. \_\_\_\_ protects businesses from losses or damage claims by customers or guests.
- Liability insurance
  - Property insurance
  - No fault insurance
  - Risk management

**Competency:** Legal Issues, Financial Management, and Budgeting

20. The hotel or other hospitality venue pays a \_\_\_\_\_ for insurance coverage.
- rider
  - deductible
  - service fee
  - premium

**Competency:** Legal Issues, Financial Management, and Budgeting

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21. The \_\_\_\_ environment tells restaurateurs to whom they can sell liquor and when.
- sociocultural
  - ecological/natural
  - regulatory
  - physical

**Competency:** Legal Issues, Financial Management, and Budgeting

22. Workplace safety at a hotel is regulated by:
- USDA
  - PEDA
  - OSHA
  - U.S. Lodging Association

**Competency:** Legal Issues, Financial Management, and Budgeting

23. The last step an organization should do when they run a sales promotion is:
- measure the results
  - communicate the promotion to employees
  - make sure to fulfill the demand
  - define the promotion's target market

**Competency:** Hospitality Marketing Concepts

24. What is RFM analysis?
- recentness, frequency, and monetary value
  - relationship marketing
  - the percentage of room occupancy
  - the break even analysis of the promotion

**Competency:** Hospitality Marketing Concepts

25. The component of the hospitality product that management has almost direct control over is the:
- service product
  - physical product
  - service delivery
  - service environment

**Competency:** Hospitality Marketing Concepts

26. Perishability and fixed capacity affect product:
- size
  - life span
  - availability
  - heterogeneity

**Competency:** Hospitality Marketing Concepts

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27. The plan of action set forth in a marketing plan that includes time frames and who will implement the plan describes the:

- a. implementation plan
- b. marketing action plan
- c. objective action plan
- d. segment action plan

**Competency:** Operation and Management Functions

28. Thorough data collection and analysis will allow determination of:

- a. data analysis
- b. opportunities
- c. target market
- d. competitive advantages

**Competency:** Operation and Management Functions

29. What do Mission statements indicate?

- a. community goals for a company
- b. the purpose of the company
- c. profit analysis for a company
- d. who is leading the company

**Competency:** Operation and Management Functions

30. Hospitality gaps that can be filled with property needs analysis include all of the following **except:**

- a. occupancy
- b. market share
- c. food sales
- d. property taxes

**Competency:** Operation and Management Functions

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## HOSPITALITY MANAGEMENT SAMPLE ROLE PLAY

### PARTICIPANT INSTRUCTIONS

1. You have twenty minutes to review the case.
2. Presentation time is seven minutes. At six minutes the timekeeper will stand and at seven minutes the timekeeper will stand and hold up a colored card indicating time is up.
3. The presentation is interactive with the judges who will ask questions throughout the presentations. The judges will play the roles of franchisee owners (Michael and Delaney) who operate twelve popular fast-food restaurants in Kentucky. The team's role as an outsourcing payroll company is to convince the judges to outsource their payroll to your company.
4. Each team member will be given two note cards.