**NAME \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ DATE \_\_\_\_\_\_\_\_\_\_\_**

**Hospitality and Tourism**

**Standard 1**

1. What is the Hospitality Industry:
2. What does the Hospitality Industry include:
3. Who is in the Tourism Industry?
4. Define Service:
5. Define Perishability:
6. Define Intangibility:
7. Define Changeability:
8. Products can be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

TERMS TO KNOW

1. Goods:
2. Services:
3. Ethnocentrism:
4. Ecotourism:
5. Multiculturalism:
6. Egocentrism:
7. Define Infrastructure.
8. Why is development of infrastructure important for tourism?
9. There are FIVE segments of the Hospitality and Tourism Industry, they are:



1. The invention of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and the need to produce \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ schedules nudged the world into \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ time.
2. The two systems of time are:
3. How do you turn the am/pm system into the 24-hour clock?
4. Where is the International Date Line located?
5. There are \_\_\_\_\_\_\_\_\_\_\_\_\_ time zones \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of Greenwich and \_\_\_\_\_\_\_\_\_\_\_\_\_\_ to the \_\_\_\_\_\_\_\_\_\_\_\_\_.
6. There are always \_\_\_\_\_\_\_ calendar days in the world.
7. The date to the \_\_\_\_\_\_\_\_\_\_\_\_ of the International Date Line is \_\_\_\_\_\_\_ day later than the date to the \_\_\_\_\_\_\_\_\_\_\_\_ of the line.
8. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are the places people visit and the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ available to them.
9. Social \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and traditions can be affected by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
10. Failure to protect the customs can destroy the appeal of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
11. Tourism’s Cultural Impact

Positive Negative

1. Tourism’s Environmental Impact

Positive Negative

1. Life Cycle of Travel
   * Introduction and Growth Phases







* + Maturation and Decline Phases







* + Renewal Phase


























1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are becoming more popular for families. Why?
2. Explain the importance of EXCHANGE RATES when traveling.
3. TARGET MARKETING means…..
4. What are the FOUR P’s of MARKETING?
5. Customer Service: