**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
		1.
		2.
		3.

* + 1.

* + 1.

* + Maturation and Decline Phases
		1.
		2.

* + 1.

* + 1.
		2.

* + Renewal Phase
		1.

* + 1.

* + 1.

* + - 1.

* + - 1.

* + - 1.

* + - 1.

* + 1.
		2.
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: