Hospitality and Tourism

Standard 2 Review

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period: \_\_\_\_\_\_

**Lodging Industry and Destination Marketing**

1. List the 7 styles and functions of hotels?
2. Describe Yield Management.
3. List and describe variables that affect room rates.
4. Define the following terms:

|  |  |
| --- | --- |
| **Term** | **Definition** |
| Destination |  |
| Destination Marketing |  |
| Resort |  |
| Time Shares |  |
| Commission |  |
| Seasonality |  |
| Loyalty Programs |  |

1. What is supply and demand?
2. Explain elasticity of demand and its effect on the economy and tourism?
3. Explain the 4 P’s of Lodging

|  |  |
| --- | --- |
| **4 P’s** | **Describe How a Hotel Uses This** |
| Product |  |
| Place |  |
| Price |  |
| Promotion |  |

1. Explain these basic hotel operations

|  |  |
| --- | --- |
| **Operations** | **Explain** |
| Front of the House |  |
| Back of the House |  |
| Rooms |  |
| Food and Beverage (F & BI) Divisions |  |
| Concierge |  |

1. List the 5 Haunted Hotels you researched and identify some interesting facts.