



**ELIZADE UNIVERSITY
ILARA-MOKIN, ONDO STATE, NIGERIA**

**FACULTY: HUMANITIES, SOCIAL AND MANAGEMENT SCIENCES
DEPARTMENT: TOURISM AND HOSPITALITY MANAGEMENT
FIRST SEMESTER EXAMINATIONS
2020/2021 ACADEMIC SESSION
COURSE CODE: HTM 211
COURSE TITLE: PRINCIPLES OF TOURISM AND HOSPITALITY
COURSE UNIT: 2 UNITS
DURATION: 2 Hours**

HOD'S SIGNATURE

SECTION A (NON ESSAY TYPE)

Multiple Choice Questions/Fill in the Gap Questions/ True or False Questions. 60 Questions at 1/2 (0.5) mark each.
Total Marks for Section A: 30 Marks

SECTION B (ESSAY TYPE)

Written essays, definitions, description of concepts etc. 4 Questions, answer 3. 10 Marks each.
Total Marks for Section B: 30 Marks
TOTAL MARKS FOR EXAMINATIONS: 60 MARKS.

SECTION A

Multiple Choice Questions/Fill in the Gap Questions/ True or False Questions. 60 Questions

1..... is the act of welcoming and looking after the basic needs and welfare of guests or strangers, mainly in relation to food, drink and accommodation.

a). Hospitality b). Ecotourism c). Tourism d). All of the above

2. "Hospitality Industry" comprises of companies or organizations which provide food and/or drink and/or accommodation to people who are away from home. This statement is..... a). True b) False c) Maybe d) All of the above

3. Two major aspects of hospitality are..... and a). Food and Beverage b) Tangible and Intangible c) Lodging and accommodation d). None of the above

16. The B
and in rel
a) Tr

4. The tangible products of hospitality are the physical products e.g. food and drink in restaurant or the actual hotel room. This statement isa) True b)False c) All of the above d) None of the above
5. A service is not consumed at the point of sale. This statement is a) True b)False c) All of the above d) None of the above
6. Service quality is an assessment of conformity between customers or client's expectation and service delivery or Performance. This statement is a) True b)False c) All of the above d) None of the above
7. is a measure of how the products or services supplied meet or surpass customer expectation. a) Service b) Customer satisfaction c) All of the above d) None of the above
8. service performance/Delivery that fails to meet client's expectation is known as
a) Service Failure b) Customer satisfaction c) All of the above d) None of the above
9. When Services cannot be conceptualized or perceived by the five senses before purchase it is known as.....
a) Variability b) Intangibility c) Satisfaction d) All of the above
10. is when Providers are part of the service experience such that providers and customers must be present Simultaneously for the transaction to occur.
a) Tangibility b) Variability c) Inseparability d) None of the above
12. is when quality of services is likely to vary (i.e. lack of consistency) because of the provider, location and timing
a) Tangibility b) Variability c) Inseparability d) All of the above
13. Services are not durable and only last for a short while; they cannot be stocked as inventory for future sales or use is known as
a) Variability b) Intangibility c) Perishability d) All of the above
14. started a discussion about tourism carrying capacity and sustainability in 1980.
a) Prof. Teller b) Prof. Butler c) Prof. Cohen d) All of the above
15. In Geographical terms, ais a simplification of reality
a) Model b) Theory c) Product d) All of the above

16. The Butler Model is a way of studying tourist resorts and seeing how they change over time and in relation to the changing demands of the tourist industry. This statement is.....

- a) True b) False c) None of the above d) I do not know

17. The Butler Model proposesstages of tourist resort development

- a) Five b) Two c) Seven d) All of the above

18. Maslow's theory does not comprise a five-tier model of human needs, often depicted as hierarchical levels within a pyramid. This statement is

- a) True b) False c) None of the above d) I do not know

19. In the year 1970 Maslow's hierarchy of need was extended from its original number by addingneed.

- a) Food and Accommodation b) cognitive and aesthetic c) Human and nutrition
d) None of the above

20. In the Maslow's hierarchy of needs the last basic need of man at the top of the pyramid is.....

- a) Safety need b) Esteem need c) Self-actualization need d) Not sure

21. The stage at which mass tourism replaces what was once the original economic function of a settlement is known as.....

- a). Success stage b) Succeed stage c) Successor stage d). None of the above

22. According to Professor Cohen, tourists can be classified into Groups.

- a). Two b) Three c). Four d). None of the above

23. Which of the following is not part of Professor Cohen's classification of tourists?

- a) Organized Mass Tourists b). Individual Mass Tourists c) Private Mass Tourists
d) None of the above

24. The tourist who keeps away from the accustomed way of life in their home countries with no fixed itinerary and plans their trips wholly on their own are called

- a) Mass Tourist b). Drifter c) Lonely Tourist d) All of the above

25. The Plog's model classifies tourist into ten categories. This statement is

- a). True b). False c) Not sure d) None of the above

26. Which of these is not part of the Plog's model of tourist classification?

- a). Wanderer b). Repeater c) Explorer d) None of the above

27. Another name for a tourist classified as a Wanderer is

- a) Mid-centric b) Allocentric c) A and B d). None of the above

28. Psychocentric tourist is usually non-adventurous and prefer to return to familiar travel destinations where they can relax and know what types of food and activity to expect. This statement isa). True b) False c) Not sure d) None of the above

29. andtheory was first coined by Revenstein of England in the 19th century.

- a). Go and come b). Push and pull c) Not sure d). None of the above

30. Revenstein of England theory stated that people migrate because of factors that push them out of their existing nation and factors that pull them in to another. This statement is

- a). True b) False c) Not sure d) None of the above

31. Which of these is not a Push factors? a). Conflict b). Drought c).Famine
d) Place Utility

32. Better economic opportunities, more jobs, and the promise of a better life are examples of pull factors. This statement is a). True b) False c) Not sure d) None of the above

33. Which of these is not an example of positive impact of tourism?

- a). Direct and Indirect Employment b). Boosting local and national economy c).Foreign exchange earnings d) Economic leakages

34. Which of these is a negative cultural impacts on the host community?

- a). Spread of immoral behavior b).Loss of local language c). Erosion of local culture d). All of the above

35. When Mass tourism puts excess pressure on natural resources and is destructive to natural ecosystems is a negative environmental impact of Tourism. This statement is.....

- a). True b). False c). Not sure d). None of the above

36. The need for tourists to be responsible, led to the emergence and promotion ofas an alternative to mass tourism.

- a). Hospitality b). Ecotourism c). Management d). None of the above

37. The term Ecotourism was coined by a Mexican architect, known as.....

- a). Hector Ceballos Lascurian b) Young Husrt c) Laarman d). All of the above

38. Ecotourism is tourism which combines the elements of education, recreation and adventure with the aim of observing and experiencing nature this definition is according to.....

- a). Young b). Laarman & Durst c) Hector d). All of the above

39. Which of these is not a key element of Ecotourism?

- a). Dependent on the natural environment b). Ecologically sustainable c). Contributes to the protection of natural areas
d). Providing accommodation

40. A key element of Ecotourism is environmental understanding through education and interpretation. This statement isa). True b). False c). Not sure d). None of the above

41. Which of the following is not a characteristic of a good Eco-destination

- a). Natural features conserved within a protected landscape. b). Low density development.
c). Provides opportunity for contributions to local NGOs. d). All of the above

42. A responsible tour operator should

- a). Provide information prior to the trip on the culture and environments to be visited.
b) Offer guidelines on appropriate dress and behaviour in writing before departure and verbally during the tour.
c). Offer in-depth briefing upon tourists arrival o the destinations geographical, social and political characteristics, as well as its environmental, social and political challenges.
d). All of the above

43. Zoning for tourism use being clearly designated, and also zones inappropriate for tourism use is one of the eco-destination planning guideline. This statement is

- a). True b). False c). Not sure d). All of the above

44. Sustainable Development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs, according to.....

- a). Brundtland Commission, 1987
b) Hector, 1988
c) Young 2019
d) None of the above

45. Indigenous knowledge and practice of sustainable development in Africa include all of the following except..... a) Industrialization b) Taboos and specie specific harvest bans c). Traditional Hunters guild d). Evil forests as protected areas

46. One of the following is not part of the the three legs of sustainable development:

- a). Environmental factors b). Socio-Cultural factors c). Economic factors d). Good roads

47.was the world's most famous traveler. a). Marco Polo b). Mark Paul
c). Paulo Marco d) All of the above
48. The first real travel book was written in about the year..... a) 1302
b). 1300 c). 1301 d). None of the above
49. The hospitality industry includes hotels and restaurants, and other types of organizations that offer food, drink, shelter and related services. Which are offered only to people away from home, but not to local guests . This statement isa). True b). False c). Not sure
d). None of the above
50.emerge due to the attractiveness of a destination, including beaches, recreation facilities and cultural attraction. a). Push factors b) Pull factors
c) Tourism factors d) None of the above
51. The purpose of the Butler Model is to look at the way that tourist resorts, grow and develop.
This statement is.....a). True b)False c). Not sure d) None of the above
52. There are two key components of economics are.....
a). Goods and Services b). Goods and food c) Services and food d). None of the above
53. Service quality is an assessment of conformity between customers or client's expectation (E) and service delivery or Performance (P). It is mathematically expressed as
a). $SQ = P * E$ b). $SQ = P + E$ c). $SQ = P - E$ d). None of the above
54. A challenge in the area of intangibility for hospitality marketers is how to reduce the feelings of uncertainty in consumers. This statement is.....a). True b) False
c). Not sure d) None of the above
55. The Stage according to Butler's model is characterized by short lived popularity and people may become bored with the resort once its initial appeal had waned.
a). Development stage b) Success stage c) Stagnation Stage d). All of the above
56. The last stage in the Butler's Model is..... a). Development or purchase
b) Decline or Rejuvenation c) Stagnation or marching d). None of the above
57. Mostare intrinsic motivator, such as the desire to escape, rest and relaxation, prestige, health and fitness, adventures and socials interaction.
a). Push factors b) Pull factors c) Tourism factors d) None of the above
58. One of the key elements of Ecotourism is to respect local cultures and traditions. This statement is..... a). True b) False c). Not sure d) None of the above

59. The need and desire for more ecology conscious forms of tourism has driven ecotourism. This statement is a). True b) False c). Not sure d) None of the above

60. In sustainable tourismare trained to interpret the cultural and environmental settings that visitors are coming to discover.

- a) Local guides b). Tourists c) Local chiefs d) All of the above

SECTION B (ESSAY TYPE)

INSTRUCTIONS: Answer any three questions.

1. a. What is hospitality? (2 Marks)
b. Describe the following terms in the hospitality industry giving relevant examples (i) Intangibility (ii) Inseparability (iii) Variability (iv) Perishability (8 Marks)
2. Describe the major characteristics of a good Eco-destination. (10 Marks)
3. a. What is sustainable tourism development? (3 Marks)
b. Using indigenous knowledge, state the various means used in the practice of sustainable development in Africa. (4 Marks)
c. List the triple bottom line of sustainable development (3 Marks)
4. a. What is service quality in a hospitality establishment? (2 Marks)
b. What are the key elements of Ecotourism? (4 Marks)
c. Explain the push and pull factors of Tourism (4 Marks)