

Guest Cycle Multiple Choice

Multiple-Choice Questions

Choose the best answer to each question by circling the appropriate letter.

1. The flow of business can be divided into a four-stage _____.
 - a. Guest cycle
 - b. Business cycle
 - c. Sales cycle
 - d. Management cycle
2. What stage of the guest cycle deals with collecting payment for services received?
 - a. Pre-Arrival
 - b. Arrival
 - c. Occupancy
 - d. Departure
3. What does not occur during the pre-arrival stage of the guest cycle?
 - a. Order park tickets
 - b. Room reservation
 - c. Pick up
 - d. Reserve a car
4. Which of the following is part of the pre-arrival process?
 - a. Use of car
 - b. Car reservation
 - c. Pick up
 - d. Return car
5. A series of enhanced experiences provided to a guest by a hospitality employee is known as:
 - a. Quality guest standards
 - b. Quantity guest standards
 - c. Quality guest service
 - d. Quantity guest service
6. The hospitality and tourism industry has chosen to refer to those they provide goods, products, or services to as:
 - a. Clients
 - b. Customers
 - c. Guests
 - d. Friends
7. Quality guest service sets a _____ expectation for the types of guest service soft skills needed by hospitality and tourism employees to meet job performance standards.
 - a. Entry-level
 - b. Top-level
 - c. Baseline-level
 - d. Median-level

8. As part of providing quality guest service, you should make your guest feels:
- Welcomed
 - Appreciated
 - Valued
 - All of the above
9. A measurable set of goals, objectives that can be used to determine the level of performance by each employee is known as:
- Job performance standards
 - Job descriptions
 - Job analysis
 - Employee evaluations
10. International travel is one of the _____ economic sectors of the hospitality and tourism industry.
- Largest
 - Smallest
 - Fastest-growing
 - Interesting
11. Guests have their own expectations based on a number of diverse factors such as their personality, life experience, education and:
- Discretionary income
 - Religion
 - Political views
 - Health issues
12. A guest at your hotel is asking for advice concerning types of accommodations, dining experiences, transportation, and available attractions in your area. You should:
- Provide a vast list of all available resources
 - Refer them to the Internet
 - Listen carefully to what the guest expects
 - All of the above
13. The “moment of truth” for customers occurs during which step of the guest cycle?
- Pre-arrival
 - Arrival
 - Occupancy
 - Departure
14. _____ is the time when the guest expects to be immersed in an experience so they may see, do, eat, and explore.
- Pre-arrival
 - Arrival
 - Occupancy
 - Departure

15. A guest wants to visit an exotic destination and stay in a five-star spa resort but no five-star properties exist at that location. The guest service professional assisting the guest will need to:
- a. Refer the guest to another location where a five-star spa resort exists.
 - b. Determine what the guest finds desirable about spa resorts.
 - c. Recommend a four-star resort. There's not that much difference.
 - d. Apologize and tell the guest you cannot help him or her.