
HOSPITALITY MANAGEMENT

Overview

Hospitality is an important aspect of business and society. This event provides recognition to FBLA members who have the ability to help other people enjoy both leisure and business-related events.

This is a team event composed of two or three members. This event consists of two parts: an objective test and a performance. The objective test is taken collaboratively by the team members, and the top fifteen teams scoring the highest on the objective test will advance to the final round and participate in the performance component.

This event is a team event of two or three members.

Competencies

<http://www.fbla-pbl.org/docs/ct/FBLA/HOSPITALITYMANAGEMENT.pdf>

Website Resources

- American Hotel & Lodging Association
<http://www.ahla.com/>
- Hospitality Management Resources
<http://library.osu.edu/find/subjects/departments/consumer-science/hospitality-management-resources/>
- National Restaurant Association
<http://www.restaurant.org/>

HOSPITALITY MANAGEMENT SAMPLE QUESTIONS

1. _____ is **not** part of the Marriott brand.
 - a. Springhill Suites
 - b. Courtyard by Marriott
 - c. Fairfield Inn
 - d. Hampton Inn

Competency: Current Hospitality Industry Trends

2. _____ means applying marketing principles and the components of the loyalty circle to the people who serve the customers.
 - a. Lifetime value marketing
 - b. Loyalty marketing
 - c. Frequency program
 - d. Employee relationship marketing

Competency: Current Hospitality Industry Trends

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3. ____ are thoughts that we think are fact, which we derive from perceptions.
- a. Attitudes
 - b. Values
 - c. Perceptions
 - d. Beliefs

Competency: Types of Hospitality Markets and Customers

4. Our ____ influence(s) how we judge and react to beliefs.
- a. integrity
 - b. values
 - c. intentions
 - d. attitudes

Competency: Types of Hospitality Markets and Customers

5. Keeping highly motivated, service-oriented employees does **not** require:
- a. complimenting or rewarding employees frequently
 - b. maintaining regular communications with employees
 - c. large budgets for human resource management
 - d. setting clear objectives and performance standards for employees

Competency: Types of Hospitality Markets and Customers

6. ____ means giving employees the authority to identify and solve guest problems or complaints on the spot, and to make improvements in work processes when necessary.
- a. Delegation
 - b. Job specification
 - c. Empowerment
 - d. Modification

Competency: Types of Hospitality Markets and Customers

7. ____ involve buying a specific time period (one or two weeks) to spend at a vacation resort.
- a. Time shares
 - b. Duplexes
 - c. Condominiums
 - d. Resorts

Competency: Environmental, Ethical, and Global Issues

8. Hotel guests buy:
- a. a place to stay
 - b. safety
 - c. the expectation of a great experience
 - d. basic needs

Competency: Environmental, Ethical, and Global Issues

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9. Energy management systems save massive amounts of money by controlling and monitoring all of the following **except**:
- a. heating units
 - b. security procedures
 - c. air conditioning units
 - d. lights

Competency: Environmental, Ethical, and Global Issues

10. Personnel from hotels attend trade shows around the world to:
- a. work with the competition
 - b. attract new business
 - c. enjoy time away from the hotel
 - d. learn new procedures

Competency: Environmental, Ethical, and Global Issues

11. ____ management includes all the activities necessary to plan, research, implement, control, and evaluate the marketing efforts of a hospitality and travel organization.
- a. Property management
 - b. Human resource
 - c. Financial
 - d. Marketing

Competency: Legal Issues, Financial Management, and Budgeting

12. ____ is the percentage relationship of an organization's sales to total industry or sector sales.
- a. Efficiency ratio
 - b. Market share
 - c. Sales analysis
 - d. Marketing cost analysis

Competency: Legal Issues, Financial Management, and Budgeting

13. Which of the following is **not** used to measure sales-force efficiency?
- a. number of inquiries generated per ad
 - b. average revenue per sales call
 - c. average sales-call time per contact
 - d. average cost per sales call

Competency: Legal Issues, Financial Management, and Budgeting

14. Advertising efficiency is **not** based on:
- a. cost per inquiry
 - b. conversion rate
 - c. cost per thousand persons reached
 - d. percentage of sales through various distribution channels

Competency: Legal Issues, Financial Management, and Budgeting

15. What is a multinational hotel?

- a. addresses the needs of multicultural groups
- b. has property in more than one country
- c. employs citizens from foreign countries
- d. has international guests

Competency: Human Resource Management

16. What are the responsibilities of the human resources department in a hotel?

- a. remuneration, event planning, and maintenance
- b. sales, job interviews, and special events
- c. employee benefits, accounting, and reservations
- d. recruiting, training, and employee compensation

Competency: Human Resource Management

17. One form of non-traditional marketing is:

- a. quality marketing
- b. service marketing
- c. relationship marketing
- d. loyalty marketing

Competency: Human Resource Management

18. A front desk agent informs the guest of the availability of a room with better accommodations or amenities. This process is known as:

- a. promoting
- b. discounting
- c. facilitating
- d. upselling

Competency: Human Resource Management

19. ____ protects businesses from losses or damage claims by customers or guests.

- a. Liability insurance
- b. Property insurance
- c. No fault insurance
- d. Risk management

Competency: Legal Issues, Financial Management, and Budgeting

20. The hotel or other hospitality venue pays a ____ for insurance coverage.

- a. rider
- b. deductible
- c. service fee
- d. premium

Competency: Legal Issues, Financial Management, and Budgeting

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21. The ____ environment tells restaurateurs to whom they can sell liquor and when.
- a. sociocultural
 - b. ecological/natural
 - c. regulatory
 - d. physical

Competency: Legal Issues, Financial Management, and Budgeting

22. Workplace safety at a hotel is regulated by:
- a. USDA
 - b. PEDDA
 - c. OSHA
 - d. U.S. Lodging Association

Competency: Legal Issues, Financial Management, and Budgeting

23. The last step an organization should do when they run a sales promotion is:
- a. measure the results
 - b. communicate the promotion to employees
 - c. make sure to fulfill the demand
 - d. define the promotion's target market

Competency: Hospitality Marketing Concepts

24. What is RFM analysis?
- a. recentness, frequency, and monetary value
 - b. relationship marketing
 - c. the percentage of room occupancy
 - d. the break even analysis of the promotion

Competency: Hospitality Marketing Concepts

25. The component of the hospitality product that management has almost direct control over is the:
- a. service product
 - b. physical product
 - c. service delivery
 - d. service environment

Competency: Hospitality Marketing Concepts

26. Perishability and fixed capacity affect product:
- a. size
 - b. life span
 - c. availability
 - d. heterogeneity

Competency: Hospitality Marketing Concepts

27. The plan of action set forth in a marketing plan that includes time frames and who will implement the plan describes the:

- a. implementation plan
- b. marketing action plan
- c. objective action plan
- d. segment action plan

Competency: Operation and Management Functions

28. Thorough data collection and analysis will allow determination of:

- a. data analysis
- b. opportunities
- c. target market
- d. competitive advantages

Competency: Operation and Management Functions

29. What do Mission statements indicate?

- a. community goals for a company
- b. the purpose of the company
- c. profit analysis for a company
- d. who is leading the company

Competency: Operation and Management Functions

30. Hospitality gaps that can be filled with property needs analysis include all of the following **except:**

- a. occupancy
- b. market share
- c. food sales
- d. property taxes

Competency: Operation and Management Functions

HOSPITALITY MANAGEMENT SAMPLE ROLE PLAY

PARTICIPANT INSTRUCTIONS

1. You have twenty minutes to review the case.
2. Presentation time is seven minutes. At six minutes the timekeeper will stand and at seven minutes the timekeeper will stand and hold up a colored card indicating time is up.
3. The presentation is interactive with the judges who will ask questions throughout the presentations. The judges will play the roles of franchisee owners (Michael and Delaney) who operate twelve popular fast-food restaurants in Kentucky. The team's role as an outsourcing payroll company is to convince the judges to outsource their payroll to your company.
4. Each team member will be given two note cards.

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5. Cover all the points described in the case and be prepared to answer questions posed by the judges.
 6. All team members must participate in the presentation as well as answer the questions.

PERFORMANCE INDICATORS

- Explain the advantages of outsourcing services to another business for more efficient operation
- Demonstrate the ability to make a convincing businesslike presentation
- Demonstrate an understanding of the case and explain recommendations
- Display self-confidence through knowledge of content and articulation of ideas
- Explain the rationale for outsourcing work

CASE STUDY SITUATION

Your team specializes in outsourcing payroll services. Rapidly growing restaurant franchises do not have enough time to keep up with payroll issues. Some of the most challenging payroll issues include federal and state payroll taxes, garnishment of wages, health care requirements, and 401k plans.

Founded in 1979 by Michael and Delaney Anderson, McDonald's of East Kentucky, Inc. owns and operates twelve Subway restaurants in nine communities throughout the mountains of southeastern Kentucky. The franchise which prides itself on presenting quality meals and being one of the area's preferred employers has approximately 600 employees.

McDonald's of East Kentucky, Inc. is challenged to sustain employee satisfaction. While the franchisee's profit-sharing plan was a significant benefit for its full-time employees with 30 percent of its employee base participating in the plan. The 401(k) was especially cumbersome and time-consuming to administer. The consensus was a 401(k) plan would be a better benefit because it empowered employees. The big challenge faced by Michael and Delaney was administering the 401(k) plan.

One of the most important things for any employee is getting paid accurately for every minute on the job. For a business, timely and accurate paychecks help to create a culture of employee satisfaction, which leads to better employee retention. For a business, timely and accurate paychecks help to create a culture of employee satisfaction, which leads to better employee retention. "In a service business, you don't have time to process your own payroll. There are too many other things to do. Your team must convince Michael and Delaney to alleviate employment related regulatory risks by outsourcing payroll tax filing, wage garnishment, tax credit process, and health care requirements for McDonald's of East Kentucky, Inc. In addition to being responsible for filing Federal, State, county, and city payroll taxes, the franchisee also faced the time-consuming tasks associated with wage garnishment processing and complicated health care laws. Compliance with all tax laws has become overwhelming for Delaney and Michael.

Possible Questions to Address:

- How will our employees feel assured that they will have quick resolution of payroll issues?
- What will be the management advantages associated with outsourcing our payroll to your company?
- How will changing national health care requirements be addressed by your company?
- What type of promotional campaign would you propose for domestic automobile
- Will your company provide payroll strategies in advance for our company to save money?

Help Desk Answer Key

1) D	11) D	21) A
2) A	12) A	22) D
3) C	13) C	23) C
4) B	14) A	24) A
5) B	15) D	25) C
6) B	16) B	26) D
7) C	17) D	27) D
8) C	18) A	28) A
9) C	19) D	29) B
10) D	20) B	30) C

Hospitality Management Answer Key

1)D	11)D	21)C
2)D	12)B	22)C
3)D	13)A	23)A
4)D	14)D	24)A
5)C	15)B	25)B
6)C	16)D	26)C
7)A	17)C	27)B
8)C	18)D	28)B
9)B	19)A	29)B
10)B	20)D	30) D

Insurance & Risk Management Answer Key

1) C	11) D	21) C
2) B	12) B	22) A
3) D	13) C	23) C
4) B	14) D	24) C
5) A	15) B	25) A
6) C	16) D	26) B
7) C	17) D	27) D
8) D	18) C	28) A
9) B	19) D	29) C
10) D	20) D	30) D

Introduction to Business Answer Key

1) A	11) B	21) D
2) D	12) D	22) D
3) A	13) A	23) D
4) A	14) A	24) A
5) C	15) C	25) C
6) A	16) A	26) B
7) A	17) B	27) D
8) B	18) D	28) C
9) D	19) A	29) B
10) D	20) D	30) B