



Competency Based Competitive Events Written Exam Sample

Travel and Tourism Marketing



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1. Which of the following is an important factor that affects the legal procedure:

- A. Freedom
- B. Jurisdiction
- C. Misdemeanor
- D. Larceny

2. One reason why it is important for tour operators to prepare and forward rooming lists to hotels is to accommodate

- A. health issues.
- B. late arrivals.
- C. early departures.
- D. special requests.

3. What do tour operators often maintain if more people want to book a guided bus tour than there are seats available?

- A. Alternate source
- B. Waiting list
- C. Lottery system
- D. Bidding process

4. What do travel agency managers need in order to harmonize tasks and employees in the context of business priorities?

- A. Natural aptitudes
- B. Aggressive personality
- C. Professional development
- D. Organizational skills

5. When determining the type of tours to offer, tour operators usually consider travelers' wants as well as the

- A. destination's attractions.
- B. transportation system.
- C. promotional techniques.
- D. language barrier.

6. Determining if data are accurate and current is an example of a travel agency evaluating the

- A. quality of information.
- B. research procedure.
- C. type of statistics.
- D. hardware application.

7. What do travel agency managers often use to evaluate project results?

- A. Resources
- B. Techniques
- C. Standards
- D. Activities

8. Which of the following is an advantage to customers of product bundling:

- A. Discount pricing
- B. High quality
- C. Brand awareness
- D. Sales increases

9. Which of the following is a method of direct marketing:

- A. Event planning
- B. Cold calling
- C. Merchandising
- D. Telemarketing

10. A factor that often motivates people to attend events that explain the history of an area or destination is

- A. entertainment.
- B. recreation.
- C. relaxation.
- D. education.

1. B

Jurisdiction. Jurisdiction involves whether a specific court has the authority to hear a case. Not all courts are able to hear all types of cases. For example, depending on the business dispute, a legal procedure might take place in a state court or a federal court. Also, a court in one state might, or might not, have jurisdiction over a business that is incorporated in another state. Freedom is not a factor that affects the legal procedure. Misdemeanor and larceny are types of crimes.

SOURCE: BL:070

SOURCE: Miller, R.L., & Jentz, G.A. (2005). *Fundamentals of business law* (6th ed.) [pp. 33-36].

Mason, OH: Thomson/South-Western.

2. D

Special requests. The purpose of forwarding a rooming list is to give the hotels sufficient time to assign the appropriate rooms to passengers. Some passengers may be traveling alone and want a single occupancy room while other passengers may prefer a double room or a room that is large enough to accommodate a crib for a baby. Other passengers may need handicapped-accessible rooms. Hotels need to know the number of passengers and the type of room requested before passengers arrive in order to assign the correct room to each passenger. Tour operators do not prepare and forward rooming lists to hotels to accommodate late arrivals, early departures, or health issues.

SOURCE: DS:080

SOURCE: Silva, K.E., & Howard, D.M. (2006). *Hospitality and tourism* (p. 250). Woodland Hills, CA:

Glencoe/McGraw-Hill.

3. B

Waiting list. Tour operators often maintain waiting lists for tours if more people want to book a tour than there are seats available. Tour operators often maintain the list on a first-come, first-served basis to be fair. For example, there are 60 seats available so the 61st person who wants to join the tour is put on the waiting list. If others want to participate, they are put on the list in order. If one of the original 60 decides not to take the tour, the first person on the list has the option to participate. Tour operators usually do not have an alternate source if seats are unavailable. Tour operators do not maintain a lottery system

or a bidding process if more people want to book a tour than there are seats available.

SOURCE: EI:054

SOURCE: Lovelock, C., & Wright, L. (1999). *Principles of service marketing and management* (pp. 305-306). Upper Saddle River, NJ: Prentice Hall.

4. D

Organizational skills. This is the ability to take ideas and bring each component together in an orderly way to achieve goals. Travel agency managers must be able to do this in order to harmonize tasks and employees in the context of business priorities. Managers need to organize the work effort, assign tasks to the appropriate employees, and monitor progress in order to help employees perform effectively and achieve business goals. An aggressive personality may intimidate employees and make it more difficult for a manager to build harmony in the work place. Professional development is steps that an individual takes to enhance or improve skills or traits that are needed to excel in her/his career/profession.

Aptitudes are natural talents for learning specific skills.

SOURCE: HR:389

SOURCE: DuBrin, A.J. (2003). *Essentials of management* (6th ed.) [pp. 445-446]. Mason, OH: South-Western.

5. A

Destination's attractions. Different travelers have different wants when it comes to taking a tour. This is an important factor for tour operators to consider when determining the type of tours to offer. However, tour operators also need to consider the destination's attractions to make sure that the destination can satisfy travelers' wants. For example, some travelers might want to tour historical and cultural attractions while other travelers might want to participate in recreational activities, such as skiing or golf. The destinations selected for the tours need to provide the attractions that travelers want.

Transportation system, promotional techniques, and language barrier usually are not factors that tour operators consider when determining the type of tours to offer.

SOURCE: IM:209

SOURCE: Goeldner, C.R., & Ritchie, J.R. (2003). *Tourism: Principles, practices, philosophies* (9th ed.) [pp. 262-263]. New York: John Wiley & Sons.

6. A

Quality of information. For information to be useful, it must be accurate and current. Therefore, travel agencies evaluate the quality of information they obtain to determine if it is relevant to the issue, accurate, and current. Information that is out-of-date or that includes errors will not help the agency. The agency might make poor decisions based on using information that is of low quality. Travel agencies do not evaluate the research procedure, type of statistics, or hardware application to determine if data are accurate and current.

SOURCE: NF:079

SOURCE: Mescon, M.H., Bovee, C.L., & Thill, J.V. (1999). *Business today* (9th ed.) [p. 478]. Upper Saddle River, NJ: Prentice Hall.

7. C

Standards. Standards are specifications or statements that are used as a basis for making comparisons or judgments. Travel agency managers often use standards as the basis for evaluating project results. For example, one standard might be financial, such as to increase sales by a certain amount. Then, the manager compares the results with the standard to determine if the project was effective. Techniques are methods or activities that might be used to carry out the project. Resources are items that are needed to complete a project.

SOURCE: OP:159

SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2006). *Marketing essentials* (p. 242). New York: Glencoe/McGraw-Hill.

8. A

Discount pricing. Product bundling is the practice of putting together a number of goods/services to create a one-price package. Because bundled products are priced so that they are less expensive than purchasing the products individually, it is an advantage to the customer. Any type of product can be bundled—high quality or low quality. Higher brand awareness and sales increases are advantages to the businesses that offer bundled products.

SOURCE: PM:041

SOURCE: Kotler, P., & Armstrong, G. (1999). *Principles of marketing* (8th ed.) [pp. 333-334]. Upper Saddle River, NJ: Prentice Hall.

9. D

Telemarketing. Telemarketing is an advertising medium grouped with "other" media that utilizes telephone service to promote a product

either by phoning prospective customers or providing a number for them to call. Telemarketing is a method of direct marketing because it involves the use of one or more advertising media to communicate with the consumer. Cold calling involves a salesperson making unannounced visits to prospects about whom little may be known. Merchandising is the process of having the right goods in the right place at the right time in order to make a profit. Event planning involves planning a gathering or activity.

SOURCE: PR:089

SOURCE: Semenik, R.J. (2002). *Promotion and integrated marketing communications* (p. 359). Mason, OH: South-Western.

10. D

Education. Travelers often visit different countries or parts of the world because they are interested in the history of the area. As a result, they are often motivated to attend events that explain the history of those areas or destinations. For example, people often travel to the land of their ancestors to learn about the history of the area. Recreation is a factor that often motivates people to attend sporting events. Although attending events that explain the history of an area might be relaxing and entertaining, the main motivational factor is the desire to be educated and learn more about the area.

SOURCE: SE:231

SOURCE: Goeldner, C.R., & Ritchie, J.R. (2003). *Tourism: Principles, practices, philosophies* (9th ed.) [pp. 281-283]. New York: John Wiley & Sons.