

EJA3
PITANJA ZA USMENI DEO ISPITA

1. What is at the core of hotel service? What is additional?
2. What is tangible and intangible for hotel guests?
3. Hotel facilities and services.
4. Hotel ranking.
5. Advantages and disadvantages of staying in chain hotels.
6. Advantages and disadvantages of staying in independent hotels.
7. Boutique hotels.
8. Uniformed hotel staff and their duties.
9. Front of house jobs and their description.
10. Kitchen jobs and their duties.
11. Styles of table service.
12. A la carte and table d'hôte menus.
13. What is cuisine?
14. How can local food benefit the tourism industry?
15. What is culinary/gastro/food tourism?
16. What is a foodie interested in?
17. Designing a culinary vacation.
18. Why is feedback important?
19. Is the customer always right?
20. Customer retention and customer defection.
21. Types of complaints (mechanical, behavioural, service-related...)
22. How to handle a complaint?
23. Work-related travel.
24. Explain the conditions and benefits of frequent flyer programme?
25. How are business travellers different from other tourists?
26. Why is incentive travel organized?
27. What does the job of an event manager/coordinator involve?
28. What does MICE stand for?
29. Mass tourism, overtourism.
30. Niche tourism.
31. Different types of special interest tourism.
32. Could anyone be their own travel agent using online booking?
33. Will travel agents disappear completely?
34. Can the Internet also help high street travel agents?
35. What does an online travel agency do?
36. What is marketing and advertising?
37. Give examples of indirect advertising.
38. Online marketing and social media.
39. Do social media or ads have more credibility?
40. Advantages and disadvantages of using social media in tourism.