

## RPTS 202 - Exam II Review

### Chapter 5

- Know key historical moments in transportation (\*)
- Know the results of the Deregulation Act of 1978 (\*)
- Know the differences between cruising now and then (1950's)
- Be able to explain where the largest growth in cruising has occurred (\*)
- Know what the Civil Aeronautic Board is/was (\*)
- ~~Know the Bus Reform Act of 1982 (\*)~~
- Know what the results of Yield Management are, and when it works best (\* & !)
- Know the forces that caused the decline of passenger rail service in North America (\*)
- Be able to explain what “intermodal” means (\*)

Load Factor                      Hub & Spokes                      Economies of scale                      Yield Management  
Deregulation

### Chapter 6

- Know the various types of accommodations, and the differences between types (\*)
- Know what specialized accommodations are (\*)
- Know what accommodations are most important for seasonal destinations (\*)
- ~~Know the AHMA hotel classifications, and what types of hotels are in each category (!)~~
- Be able to explain why a hotel would be ranked with each diamond rating (!)
- Be able to explain the different types of accommodation ownership (\*)
- Understand how yield management can be used to increase profitability (!)
- Know what franchise agreements provide for owners/operators of lodging properties (\*)
- Be able to thoroughly explain what an enterprise system it (\*)

Enterprise System                      Luxury Hotels                      ~~Break-even~~                      Benchmarks  
Independent Properties                      Occupancy Rate                      Tremont House

### Chapter 7

- Know the role of travel in food throughout history (\*)
- Be able to explain what Rhythm, Timing and Flow are (!)
- Know the major purposes of Food and Beverage for resorts (\*)
- Understand why restaurants tend to fail (!)
- ~~Know important laws governing the F&B industry (\*)~~
- Be able to identify what drives quality and costs in the food industry (!)
- ~~Be able to interpret “Foodservice Manager 2000” (!)~~
- Understand the contributions of McDonald’s regarding franchising and customer service (\*)

POS                      Purchasing                      Prime Vendor Agreements                      Yields  
Markup                      Brigade                      Perpetual Inventory

### Chapter 8

- Be able to explain the differences between attractions, venues and events (!)
- Know the issues with staffing/personal related to seasonality (\*)
- Be able to explain the various ways to generate attendance during shoulder seasons (!)
- ~~Know the different “broad” categories of attractions (\*)~~

- ~~Be able to explain the discrepancies associated with reporting the size of the gaming industry (\*)~~
- Know the “broad” categories of possible leisure time choices for tourists (\*)
- Know what the first National Park in the U.S. was, and when it was designated (\*)

Shoulder Season	Venues	<del>Appropriations</del>	Attractions
Concessionaires	Fairs	<del>Voluntary Tax</del>	

### **Chapter 9**

- ~~Know the differences between a resort destination and a destination resort (!)~~
- Know the various groupings of resort destinations (\*)
- Know the major causes of seasonality at destinations (\*)
- Be able to classify amt. of seasonality & development of broad categories of destinations (\* & !)
- Know the various characteristics of a resort location (!)
- ~~Be able to distinguish between different broad categories of destinations (\*)~~
- Know the fastest growing demographic, and type of cruise for the cruise industry (\*)
- ~~Know various ways in which destinations have approached the “Four Season Challenge” (!)~~
- Know the operating issues that are caused by seasonality of demand (\*)

Secondary Seasons	<del>Focus groups</del>	Integrated Resorts	Inclusive Price
<del>Mega-Resort</del>	Urban Tourism		

### **Marketing**

- Be able to identify and explain the various business perspectives (!)
- Know the main differences between selling a product/service and marketing (!)
- Be able to identify the various stages of the product life cycle (\*)
- Know the potential changes (and their cause) to the product life cycle after maturation (\*)
- Know the various elements of a marketing plan, how they are used, and the benefits (\*)
- Be able to identify the 5 d’s of positioning and to explain what each one is (!)
- Know the elements and types of interactive marketing (\*)
- Be able to thoroughly explain what internal marketing is & how it differs from interactive (!)
- Be able to explain why we create criteria for success (!)

Product Life Cycle	Positioning	Point of Reference	Maturation
Growth			

KEY: (\*) = Multiple Choice Question; (!) = Essay Question  
 listed words = Fill in the Blank (no word bank will be given)