Chapter 3

1. What was one of the major impacts of the COVID-19 pandemic on the Maldives' tourism industry?

A) A permanent decline in international visitors

B) The closure of all major resorts

C) A temporary suspension of tourism, leading to job losses\*

D) Increased travel restrictions imposed by the Maldives government

2. How did the Maldives Marketing & Public Relations Corporation (MMPRC) respond to the pandemic?

A) They shut down marketing efforts to cut costs

B) They launched campaigns promoting future travel, such as ‘Maldives, The Sun Will Shine Again’\*

C) They encouraged domestic tourism only

D) They stopped all virtual engagement with customers

3. What is "desired service" according to Zeithaml, Berry, and Parasuraman’s model?

A) The minimum level of service a customer will accept

B) The service level a customer expects based on past experience

C) The highest level of service a customer hopes to receive\*

D) The exact service experience a company guarantees

4. What is the "zone of tolerance" in service expectations?

A) The gap between a customer’s expectations and their actual experience

B) The range between desired service and adequate service levels\*

C) The total time a customer is willing to wait for service

D) The level of customer satisfaction required for repeat business

5. What is the main reason airline passengers have lower customer service expectations today compared to 20 years ago?

A) Improved technology in air travel

B) Increased government regulations

C) The shift from luxury travel to mass-market travel\*

D) The elimination of frequent flyer programs

6. What does the "service blueprint" help businesses achieve?

A) A visual representation of the customer experience process\*

B) A list of legal requirements for service providers

C) A financial breakdown of service costs

D) A way to eliminate unnecessary employee training

7. How did Helsinki Airport improve efficiency at security checkpoints?

A) By hiring more staff

B) By tracking passenger movements using Wi-Fi data\*

C) By reducing the number of security checks

D) By limiting flights to specific times

8. What impact did Hyatt’s "random acts of kindness" initiative have on customer loyalty?

A) It had no measurable effect

B) It led to customers feeling guilty about switching brands\*

C) It increased the number of complaints about pricing

D) It led to a decrease in repeat business

9. What percentage of cruise passengers in 2023 were first-time travelers?

A) 42%

B) 58%\*

C) 70%

D) 80%

10. What was the name of Royal Caribbean’s largest cruise ship launched in 2024?

A) Symphony of the Seas

B) Quantum of the Seas

C) Icon of the Seas\*

D) Harmony of the Seas

11. What innovative feature does Royal Caribbean’s Bionic Bar have?

A) A robot bartender that prepares custom drinks\*

B) A self-service beer tap system

C) A rotating cocktail menu designed by AI

D) A fully automated kitchen serving meals

12. What is one reason luxury travelers might not be loyal customers even after experiencing "customer delight"?

A) They prefer to always try new experiences\*

B) They rarely use online booking services

C) They are influenced only by price and discounts

D) They have lower expectations than budget travelers

13. What is the key driver of customer loyalty in a luxury restaurant setting?

A) Customer delight

B) Competitive pricing

C) Customer satisfaction\*

D) Marketing campaigns

14. According to studies, what emotions have the most impact on positive word-of-mouth marketing?

A) Gratitude and joy\*

B) Anger and frustration

C) Surprise and skepticism

D) Indifference and boredom

15. What is a major benefit of service blueprinting in hospitality?

A) It ensures legal compliance in customer interactions

B) It helps businesses identify potential points of service failure\*

C) It reduces staff training requirements

D) It eliminates customer complaints

16. What aspect of the physical environment has the greatest impact on a luxury hotel guest’s experience?

A) Employee uniforms

B) Hotel ambience, space, and multisensory experience\*

C) The price of food and beverages

D) The presence of security cameras

17. How does culture influence customer service expectations?

A) It has no impact on customer behavior

B) It only affects non-Western tourists

C) It shapes how people perceive service quality and interactions\*

D) It affects pricing more than service quality

18. Which customer group is most likely to value interpersonal service interactions over financial incentives?

A) American tourists

B) European business travelers

C) Asian tourists\*

D) Budget travelers

19. Why do some companies hesitate to constantly exceed customer expectations?

A) It may increase customer expectations to unsustainable levels\*

B) It is unnecessary for long-term customer retention

C) It has no impact on profitability

D) It leads to decreased brand recognition

20. What is a key characteristic of "Lovemark" brands, according to Kevin Roberts?

A) They create strong emotional connections with consumers\*

B) They focus primarily on low prices

C) They avoid using digital marketing strategies

D) They rely only on functional benefits to drive loyalty

21. What factor contributed to the growth of responsible travel as a major consumer trend?

A) The decline of mass tourism

B) Greater awareness of sustainability and ethical consumption\*

C) The increasing cost of traditional vacations

D) A decrease in international travel demand

22. What role does AI play in modern customer service trends?

A) It reduces the need for human customer service agents

B) It enhances efficiency by speeding up responses and personalizing interactions\*

C) It eliminates the need for traditional customer service teams

D) It has had little impact on customer experience

23. What is a key expectation of today’s digital-savvy travelers?

A) A completely offline booking experience

B) The ability to personalize their experiences using mobile apps\*

C) A lack of engagement with brands before their trip

D) Less transparency in pricing and services

24. What is a growing trend among baby boomer travelers?

A) Short-haul budget travel

B) Adventure and experiential travel\*

C) All-inclusive resort stays

D) Avoiding travel due to health concerns

25. What was Bruce Poon Tip’s main innovation with G Adventures?

A) Offering small-group, sustainable adventure travel\*

B) Creating the first budget travel agency

C) Launching an airline exclusively for adventure tourism

D) Partnering with cruise lines for budget-friendly expeditions