Chapter 9

1. What is one of the main ways Bonnaroo Music Festival utilizes technology for customer engagement?

A) Sending printed flyers to potential attendees
B) Leveraging social media platforms such as Facebook, Twitter, and Spotify\*
C) Using only traditional radio advertisements
D) Avoiding digital marketing to maintain exclusivity

2. How did Bonnaroo use RFID wristbands?

A) To track food purchases only
B) To monitor security threats
C) To allow attendees to check in on Facebook and share their experience with friends\*
D) To limit attendance at certain performances

3. What is a key impact of technology on the tourism and hospitality industry?

A) Reducing job opportunities for employees
B) Limiting customer interactions
C) Enhancing efficiency, personalization, and convenience\*
D) Eliminating the need for human customer service

4. What futuristic film depicted many of the digital marketing technologies now in use?

A) The Terminator
B) Blade Runner
C) Minority Report\*
D) Star Wars

5. How did the COVID-19 pandemic accelerate technology adoption in hospitality?

A) By decreasing consumer interest in technology
B) By slowing down automation
C) By increasing the use of handwritten customer logs
D) By promoting contactless technology, AI, and robotics in service delivery\*

6. What role do AI-powered chatbots play in hospitality?

A) They eliminate the need for customer service
B) They replace human interactions entirely
C) They provide real-time responses to customer inquiries and assist with bookings\*
D) They prevent customers from leaving negative reviews

7. How did airlines use AI during the COVID-19 crisis?

A) To increase ticket prices
B) To reduce the number of flights
C) To eliminate in-flight customer service
D) To process refund requests faster through automated bots\*

8. How are biometric technologies being used in travel?

A) To replace traditional paper tickets
B) To make airport security checks faster and more efficient
C) To allow touchless boarding
D) All of the above\*

9. How has AI improved customer service in hospitality?

A) By reducing business costs without improving service
B) By preventing customers from interacting with staff
C) By offering personalized recommendations and streamlining service processes\*
D) By limiting communication between businesses and customers

10. How does AI personalize customer experiences in hospitality?

A) By limiting access to guest data
B) By removing personal interactions from services
C) By offering every customer the same generic experience
D) By analyzing customer preferences and behavior to provide tailored recommendations\*

11. How are delivery services using technology to improve efficiency?

A) By eliminating human workers entirely
B) By banning all cash transactions
C) By using drones and robots for food delivery\*
D) By reducing the number of delivery options

12. How do virtual concierges enhance guest experiences in hotels?

A) By replacing all human staff
B) By preventing guests from making complaints
C) By providing 24/7 assistance with bookings, recommendations, and customer service\*
D) By eliminating room service requests

13. What role does AI play in hotel workforce management?

A) It eliminates the need for human resource departments
B) It helps optimize staffing levels based on demand predictions\*
C) It prevents employees from taking breaks
D) It reduces employee salaries

14. What is a concern customers have about AI in customer service?

A) AI cannot provide accurate recommendations
B) AI may reduce human interaction and cause job losses\*
C) AI is too slow to respond to queries
D) AI is only useful for large companies

15. What is the Zero Moment of Truth (ZMOT) in online marketing?

A) The moment when customers check out of a hotel
B) The final interaction before a purchase
C) The stage where consumers research online before making a purchase decision\*
D) The last phase of a refund process

16. How do online brand communities benefit companies?

A) By limiting direct engagement with customers
B) By preventing negative reviews from spreading
C) By reducing the need for customer feedback
D) By creating loyal customers who share experiences and insights with potential buyers\*

17. What is the role of influencers in modern travel marketing?

A) They discourage people from traveling
B) They reduce brand trust
C) They increase brand awareness and drive engagement through social media content\*
D) They limit consumer choices

18. What travel booking trend is emerging due to AI?

A) AI chatbots replacing travel agents
B) AI increasing booking fees
C) AI-powered virtual concierges assisting with trip planning and recommendations\*
D) AI eliminating customer reviews

19. How are hotels using VR technology?

A) To replace in-person visits entirely
B) To remove the need for front desk staff
C) To offer virtual property tours and immersive guest experiences\*
D) To eliminate travel costs

20. What is a key challenge of automation in customer service?

A) Customers always prefer AI over human interactions
B) AI systems are 100% error-free
C) Customers may feel uncomfortable with a lack of human connection\*
D) AI eliminates all service failures

21. What is the main purpose of data mining in hospitality?

A) To sell customer information to competitors
B) To limit access to guest preferences
C) To reduce customer service interactions
D) To analyze customer data and improve service personalization\*

22. What is one potential downside of using AI in customer service?

A) It always makes businesses lose money
B) It prevents customers from accessing services
C) It may lead to privacy concerns and ethical challenges\*
D) It eliminates the need for customer reviews

23. How do hotels use AI for dynamic pricing?

A) By setting the same price year-round
B) By eliminating discounts for loyal customers
C) By making pricing completely unpredictable
D) By adjusting prices in real-time based on demand and market conditions\*

24. Why are digital customer service channels important post-pandemic?

A) They reduce customer interactions
B) They prevent customers from accessing support
C) They ensure convenience and minimize physical contact\*
D) They eliminate the need for loyalty programs

25. What did McKinsey’s research find about the modern consumer decision journey?

A) Consumers only make decisions based on advertisements
B) Consumers continuously evaluate and engage with brands even after purchase\*
C) Consumers are not influenced by social media
D) Brand loyalty no longer matters