DECA Hospitality and Tourism Glossary Practice Test (Sample)

Study Guide

BY EXAMZIFY

Everything you need from our exam experts!

Table of Contents

Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

• Practice answering questions under realistic conditions,
• Improve accuracy and speed,
• Review explanations to strengthen weak areas, and
• Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 – 45 minutes). Review a handful of questions, reflect on the explanations.

3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

Questions

1. **Which term describes a returning customer or guest who refers friends to an establishment?**

   A. Loyal Customer

   B. Market Research

   C. Market Segmentation

   D. Job Application

2. **Which term best captures the concept of collecting and analyzing data to inform marketing decisions?**

   A. Market Research

   B. Intangibility

   C. Intermediary

   D. Loyal Customer

3. **Travel for the purpose of visiting friends or relatives.**

   A. VFR travel

   B. Windjammer

   C. Utility

   D. Variables

4. **Which term captures the trend of growing interconnected economies worldwide?**

   A. Globalization

   B. Global Integration

   C. International Trade

   D. Economic Integration

5. **Which term refers to published data that have been collected for some other purpose?**

   A. Seasonality

   B. Secondary research

   C. Survey method

   D. Sustainable tourism

6. The variation of consumer demand due to a change in price

    A. Elasticity of demand

    B. Diversity

    C. Distribution

    D. Disposable income

7. Which term best fits a destination that provides lodging and entertainment with recreational facilities?

    A. Resort

    B. Public recreation

    C. Public relations

    D. Publicity

8. Which term is synonymous with the purpose or aim of a business?

    A. Mission

    B. Motivation

    C. Observation method

    D. Occupancy percentage (OCC%)

9. Yield management relies on which of the following to forecast demand?

    A. Seasonality, booking pace, historical data

    B. Random guess

    C. Only current day's demand

    D. Customer satisfaction scores

10. An intermediary who negotiates special rates and blocks space with transportation services, cruise lines, and hotels, and packages multiple components of a vacation for resale.

    A. Tour operator

    B. Travel agent

    C. Wholesaler

    D. Windjammer

Answers

1. A
2. A
3. A
4. A
5. B
6. A
7. A
8. A
9. A
10. A

Explanations

1. Which term describes a returning customer or guest who refers friends to an establishment?

A. Loyal Customer

B. Market Research

C. Market Segmentation

D. Job Application

A loyal customer describes someone who keeps returning and often recommends the establishment to friends. In hospitality, loyalty comes from repeated positive experiences and trust in the brand, which naturally leads to word-of-mouth referrals as they share their satisfaction with others. This makes the term the best fit for describing a returning guest who also refers friends. Market Research is about gathering information on markets and consumers, not about a single guest's behavior. Market Segmentation is the process of dividing customers into groups for targeted marketing, not about an individual's loyalty and referrals. A Job Application is unrelated to customer behavior and refers to applying for employment.

2. Which term best captures the concept of collecting and analyzing data to inform marketing decisions?

A. Market Research

B. Intangibility

C. Intermediary

D. Loyal Customer

The concept being tested is how collecting and analyzing information informs marketing decisions. Market research is exactly that: the process of gathering data about markets, customers, competitors, and the overall environment, then analyzing it to guide strategy, product development, pricing, messaging, and where to reach customers. It encompasses both primary data you collect yourself (surveys, interviews, focus groups) and secondary data that already exists (industry reports, sales figures, web analytics). This helps reduce uncertainty and shape choices that improve marketing effectiveness. The other terms point to different ideas: intangibility is about services lacking a physical form, an intermediary is a middleman in distribution, and a loyal customer is someone who repeats purchases. None of those describe using data to drive marketing decisions as clearly as market research.

3. Travel for the purpose of visiting friends or relatives.

A. VFR travel

B. Windjammer

C. Utility

D. Variables

Visiting friends and relatives travel, abbreviated as VFR travel, is a standard category in tourism that describes trips taken to see people you know rather than for business or typical leisure activities. Recognizing this designation helps explain traveler motivation and behavior—VFR travelers may plan around holidays or family schedules, often stay with hosts or seek budget-friendly options, and may have different booking patterns than other traveler groups. The other terms don't fit because windjammer refers to a type of sailing vessel, while utility and variables are terms used in analysis and modeling rather than trip purposes.

4. Which term captures the trend of growing interconnected economies worldwide?

A. Globalization

B. Global Integration

C. International Trade

D. Economic Integration

Globalization describes the widening and deepening connections among economies around the world. It covers more than trading goods and services; it includes cross-border investments, multinational supply chains, shared technology and information, and the movement of people and ideas. This explains why a product might rely on materials from multiple countries, how a recession in one region can ripple through global markets, and why digital platforms and travel knit economies together. Globalization best captures the overall trend of growing interconnected economies worldwide because it encompasses trade, capital, technology, and cultural exchange all at once. While related ideas like global integration, international trade, or economic integration focus on specific aspects, globalization serves as the broad, overarching phenomenon.

5. Which term refers to published data that have been collected for some other purpose?

A. Seasonality

B. Secondary research

C. Survey method

D. Sustainable tourism

Understanding data sources in research means distinguishing data you collect yourself from data that already exists. Published data that were gathered for a different goal are called secondary data. In hospitality and tourism, secondary data might include government tourism statistics, industry reports, hotel occupancy trends published by associations, or academic studies. This approach is quick and cost-effective and often provides historical context or broad market insights without conducting new fieldwork. However, you need to check that the data are relevant to your current question, current enough, and reliable for your specific context. For example, you'd use secondary data to understand overall demand patterns or regional trends, rather than collecting new guest surveys yourself. Seasonality refers to predictable fluctuations within a year, a survey method is a way to collect data from respondents, and sustainable tourism focuses on minimizing negative impacts while preserving resources for the future.

6. The variation of consumer demand due to a change in price

A. Elasticity of demand

B. Diversity

C. Distribution

D. Disposable income

The variation of consumer demand due to a change in price is captured by price elasticity of demand. This concept describes how much the quantity demanded responds when price changes. If a small price change leads to a large shift in quantity demanded, demand is elastic; if the quantity demanded changes little in response to price changes, it is inelastic. Understanding elasticity helps explain consumer sensitivity to price and informs pricing and revenue forecasting. Diversity refers to the variety of products offered, not how demand responds to price. Distribution concerns how goods are allocated or spread across channels or markets. Disposable income is the money available to consumers after taxes, which affects overall purchasing power but isn't the measurement of demand's responsiveness to price changes.

7. Which term best fits a destination that provides lodging and entertainment with recreational facilities?

A. Resort

B. Public recreation

C. Public relations

D. Publicity

This item tests your ability to identify a term for a place that combines lodging with on-site entertainment and recreational facilities. A resort is designed for that purpose: guests can stay there and access a range of amenities like dining, swimming pools, sports and spa facilities, and live entertainment without leaving the property. This makes it a leisure-focused destination built around accommodation plus recreation. Public recreation refers to organized activities available to the general public, usually without lodging and typically run by municipalities or community organizations. Public relations is about managing the image and communications of a destination, while publicity is about gaining media attention and visibility. The combination of on-site lodging and recreational facilities is what defines a resort, so it's the best fit.

8. Which term is synonymous with the purpose or aim of a business?

   A. Mission

   B. Motivation

   C. Observation method

   D. Occupancy percentage (OCC%)

Understanding the purpose or aim of a business is captured by its mission. A mission statement explains why the organization exists, what it seeks to accomplish for customers and stakeholders, and the core value it delivers. This guiding purpose shapes strategy, decisions, and daily operations, especially in hospitality where aligning service with a clear mission helps create consistent guest experiences. The other terms don't fit: motivation refers to the drive or incentive behind people's actions, not the business's overarching purpose; an observation method is a way to collect information; and occupancy percentage is a metric that measures how full a facility is, not the organization's purpose. In hospitality terms, a mission might emphasize delivering exceptional guest experiences or sustainable, reliable service, which anchors all activities toward that end.

9. Yield management relies on which of the following to forecast demand?

   A. Seasonality, booking pace, historical data

   B. Random guess

   C. Only current day's demand

   D. Customer satisfaction scores

Yield management forecast relies on patterns that show how demand behaves over time, not on guesswork or metrics about service quality. Seasonality captures the predictable rises and falls in demand across weeks, months, or holidays, giving a sense of when rooms or seats are likely to be more or less sought after. Booking pace tells you how quickly reservations are coming in as a date approaches, signaling near-term demand strength or softness. Historical data provides actual past performance—how occupancy, prices, and demand moved in similar periods—to inform expectations and calibrate pricing strategies. Put together, these inputs create a reliable forecast that guides how inventory and prices should be adjusted to maximize revenue. Random guesses, focusing only on today's demand, or relying on customer satisfaction scores don't provide the forward-looking, pattern-based insight yield management needs.

10. An intermediary who negotiates special rates and blocks space with transportation services, cruise lines, and hotels, and packages multiple components of a vacation for resale.

A. Tour operator

B. Travel agent

C. Wholesaler

D. Windjammer

Coordinating and selling packaged vacations by negotiating special rates with multiple suppliers and blocking space across transportation, cruise lines, and hotels is the function of a tour operator. This role designs the product by pulling together flights, accommodations, and activities into a single package and then reselling that finished product to consumers or to travel agents.   A travel agent typically acts as a middleman who sells existing products from suppliers rather than creating new packages or securing inventory across several types of providers. A wholesaler buys large blocks of inventory from suppliers and resells them to travel professionals rather than directly to the end consumer, often without assembling a complete, consumer-ready package. Windjammer refers to a specific cruise line, not the general intermediary role described.

Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at hello@examzify.com.

Or visit your dedicated course page for more study tools and resources:

https://decahospitalityandtourismglossary.examzify.com

We wish you the very best on your exam journey. You've got this!