

HOTELIJERSTVO

1. Loyalty marketing and the role of loyalty programs.
2. What is *franchising*?
3. Going for a job interview - applicant selection process.
4. Which do loyalty programs actually reward: repeat purchase behaviour or customer attitude?
5. How important is *hotel branding* in the hospitality industry?
6. The difference between a *franchiser* and a *franchisee*.
7. Explain the term of *customer retention*.
8. Explain the difference between *independent hotels* and *chain hotels*.
9. What are the specific features of a *perishable product*?
10. What are the main functions of the human resources department?
11. The advantages and disadvantages of loyalty programs for hotels.
12. In what way do benefits and incentives affect the hotel staff in a hotel?
13. Discuss the pros and cons of *franchising deals* in the hospitality industry.
14. Explain the term of *customer defection*.
15. What does the term *yield management* mean?
16. Advertising a job vacancy in a hotel - explain the basic steps and procedure.
17. Say the positive aspects of affiliated/chain hotels.
18. Recruiting the hospitality staff - what do employers look for most in applicants.
19. What is *customer dissatisfaction*? How can it be dealt with?
20. Say the positive aspects of independent hotels.