

1) Psychographics is the study of travellers based on their personalities, activities, interests, and opinions.

- a. True
- b. False

Answer: a

Page Reference: 31

2) Demographics include such information as age, interests, and hobbies.

- a. True
- b. False

Answer: b

Page Reference: 31

3) Pleasure travellers use time and money that is non-discretionary.

- a. True
- b. False

Answer: b

Page Reference: 30

4) Female business travellers have different concerns when travelling than their male counterparts.

- a. True
- b. False

Answer: a

Page Reference: 29

5) On average, people in the "young-single" and the "empty nest" stages have more discretionary income.

- a. True
- b. False

Answer: a

Page Reference: 31

6) *Discretionary time* includes the time that people may spend away from work and other obligations.

- a. True
- b. False

Answer: b

Page Reference: 30

7) *Allocentrics* are travellers who enjoy a vacation full of novelty because they have a higher tolerance for risk.

a. True

b. False

Answer: a

Page Reference: 31

8) Most travellers fall into the midcentric category, which means they enjoy comfortable travel to experience new cultures and countries.

a. True

b. False

Answer: a

Page Reference: 31

9) People who enjoy taking risks and having experiences outside of their normal routines are called *psychocentrics* because they enjoy psychological challenges.

a. True

b. False

Answer: b

Page Reference: 31

10) A motivator is a promoter of action.

a. True

b. False

Answer: a

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11) Status and prestige motivators include a trip that enhances one's image of oneself.

a. True

b. False

Answer: a

Page Reference: 36

12) Pull factors are internal factors that cause a person to decide to take a vacation.

- a. True
- b. False

Answer: b

Page Reference: 34

13) An example of a pull factor that would encourage a person to visit British Columbia during the winter might include the ski hills of Whistler.

- a. True
- b. False

Answer: a

Page Reference: 34

14) The decision to travel to a major sporting event such as the Winter Olympics would be influenced strongly by pull factors.

- a. True
- b. False

Answer: a

Page Reference: 34

15) One of the most difficult barriers of travel to overcome is fear.

- a. True
- b. False

Answer: a

Page Reference: 39

16) Based in Maslow's hierarchy of needs, there is an understanding that an unsatisfied need will lead to action.

- a. True
- b. False

Answer: a

Page Reference: 35

17) Tourism illiteracy is an educational deficiency about the value of tourism.

- a. True
- b. False

Answer: a

Page Reference: 40

18) One of the benefits of tourism is the revenue collected from taxes.

- a. True
- b. False

Answer: a

Page Reference: 40

19) The CTHRC is responsible for the development and maintenance of tourism training programs in Canada.

- a. True
- b. False

Answer: b

Page Reference: 54

20) The labour pool that tourism businesses typically draw from is increasing due to strong Canadian population growth.

- a. True
- b. False

Answer: b

Page Reference: 52/53

21) Demographic information is valuable to tourism operators because _____.

- a. it identifies risk tolerance levels of potential customers
- b. it reveals the underlying motivators for travel
- c. information like this is commonly sold to increase profit
- d. it helps identify the right groups of customers to target and communicate with

Answer: d

Page Reference: 31

22) When someone is identified by age, education, and marital status, he or she is being identified by _____.

- a. personal history
- b. demographic characteristics

- c. psychographic characteristics
- d. life stage

Answer: b

Page Reference: 31

23) When a person enjoys taking risks and prefers to travel to destinations not yet popular with the general public, he/she is called _____.

- a. an extrovert
- b. a psychocentric
- c. an allocentric
- d. an introvert

Answer: c

Page Reference: 31

24) One of the best predictors of what guests will do on pleasure trips is determined by _____.

- a. psychographics
- b. family life stage
- c. discretionary income
- d. time and preferences

Answer: b

Page Reference: 31

25) If you were opening a new travel destination, why would it be attractive to allocentric people?

- a. They never complain and are easily satisfied.
- b. They enjoy the novelty of visiting a relatively undiscovered location.
- c. They spend a lot of money on vacation and expect to receive high quality experiences.
- d. They are hard to bore.

Answer: b

Page Reference: 31

26) McIntosh and Goeldner divided motivations into these four categories:

- a. variety, extroversion, locus of control, and activation.
- b. cultural, physical, interpersonal, and status/prestige.
- c. physiological, safety, social, and self-actualization.
- d. adventure, relaxation, kinship, and self-discovery

Answer: b

Page Reference: 36

27) Cultural motivators for psychocentrics might include _____.

- a. playing a round of golf at their local golf course
- b. kayaking down the Nahanni River
- c. attending a music festival featuring traditional music of their region
- d. visiting the CN Tower in Toronto

Answer: c

Page Reference: 31/36

28) The increase in visibility of security in airports and border crossings is a way to satisfy which of Maslow's levels of needs?

- a. Social and belonging
- b. Ego and self-esteem
- c. Physiological
- d. Safety

Answer: d

Page Reference: 35

29) A person who is outgoing and less inhibited about being involved in interpersonal situations would be considered _____.

- a. an extrovert
- b. a psychocentric
- c. an introvert
- d. a midcentric

Answer: a

Page Reference: 32

30) A community that does not plan for tourism or view tourism as a benefit is considered to be _____.

- a. tourism illiterate
- b. tourism discrete
- c. tourism poor
- d. tourism curbed

Answer: a

Page Reference: 40

31) When a guest confidently travels to a new country after studying the unique language and customs of that region, they are demonstrating their belief in _____.

- a. a safe tourism system
- b. an internal locus of control
- c. the extroverted nature
- d. an external locus of control

Answer: b

Page Reference: 33

32) When tourists visit a community and display unwanted or disruptive behaviours, _____.

- a. local resentment may build up between the guests and their community hosts
- b. service prices will rise
- c. the level of apathy of locals will increase
- d. local laws and regulations will be developed to keep visitors away

Answer: a

Page Reference: 43

33) The agency responsible for issuing Canadian passports and entrance visas is _____.

- a. Transport Canada
- b. the Canada Border Services Agency
- c. Foreign Affairs Canada
- d. Industry Canada

Answer: c

Page Reference: 47

34) When foreign visitors arrive in Canada, these are the first Canadian citizens they will likely encounter.

- a. Guides from the Tourism Industry Association of Canada
- b. Ambassadors from the Canadian Tourism Commission
- c. Staff at the Canada Border Services Agency
- d. Attendants at the many visitor information centres

Answer: c

Page Reference: 47/48

35) Tourism Education Councils (TECs) _____.

- a. are concerned with upgrading the skill and knowledge level of the tourism workforce and with certifying qualified tourism professionals
- b. provide rules and guidelines for all schools that teach tourism to ensure each graduate is trained properly
- c. are responsible for all the training that occurs in the tourism industry
- d. focus on providing tourism statistics to the industry so that we may plan better for the future

Answer: a

Page Reference: 53/54

36) Occupational standards _____.

- a. have little use in our industry because they require too great a knowledge base for most of our workers to learn
- b. are a list of jobs and activities that are part of a skill set that determines if the worker is ready to be promoted or cross-trained
- c. are documents that outline the skills, knowledge and attitudes that must be demonstrated and practiced by an individual if they are to be deemed competent in that occupation
- d. are similar to a course of study taken in either a private or public school or a college that teaches about the tourism industry, the eight components, and how to be a responsible tourism worker

Answer: c

Page Reference: 54

- 37) There is a strong focus on ethics in tourism. Ethics focuses on _____.
- a. explicitly stated morals outlining the treatment of people based on religious, cultural, or ethnic differences
 - b. the ability to make distinctions between right and wrong conduct
 - c. producing written statements that guests can see in your establishment
 - d. enforcing the cultural beliefs native to your region

Answer: a

Page Reference: 55

- 38) One of the mandates of the National Capital Commission is to _____.
- a. increase funding to tourism-related projects across Canada
 - b. safeguard and preserve the capital's physical and natural assets
 - c. maximize visitor experiences and tourism revenue
 - d. coordinate the capital region's tourism strategies

Answer: b

Page Reference: 49

- 39) Institutional training is sometimes not recognized because _____.
- a. employers often do not take the time to provide proper training to their employees
 - b. tourism has never been viewed as a true profession
 - c. many business operators work in tourism without having received formal training
 - d. the cost and time of training outweighs the benefits received

Answer: c

Page Reference: 53

- 40) When a potential group of guests can be clearly described with a distinctive set of demographics, psychographics, and/or motivations, we call this group a(n) _____.
- a. target market
 - b. herd of customers
 - c. target population

d. appealing market group

Answer: a

Page Reference: 58

41) When you travel to Moncton in the summer with a group of friends to attend a day-long music festival, which one of Maslow's needs are you satisfying?

- a. Self-actualization
- b. Social
- c. Physiological
- d. Musical

Answer: b

Page Reference: 35

42) The top activity conducted by international tourists visiting Canada is _____.

- a. shopping
- b. sightseeing
- c. visiting museums and other cultural places
- d. enjoying Canada's beautiful natural resources

Answer: a

Page Reference: 37

43) The Canadian Tourism Commission is responsible for _____.

- a. maintaining our heritage sites
- b. promoting our tourism products
- c. selling our tourism products
- d. financing new tourism products

Answer: b

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44) Why is Canadian tourism experiencing a "shrinking labour pool"?

- a. There are no jobs.
- b. After 9/11, fewer tourists came to Canada.

- c. There are fewer young Canadians or immigrants looking for work.
- d. The demand for skilled workers has increased, and for unskilled workers demand has decreased.

Answer: c

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45) Events such as the SARS epidemic have an impact on a region's tourism industry because _____.

- a. it makes the destination too difficult to reach
- b. people do not want to visit regions that are reported as unhealthy
- c. the media tends to sensationalize the health risks to a community
- d. only young and healthy tourists will chose to visit these regions

Answer: b

Page Reference: 38

46) *There are many motivators that cause tourists to choose Canada for their vacation.*

Discuss this statement by:

- a) Providing definitions of cultural, physical, interpersonal, and status/prestige motivators.
- b) Providing two examples of each of these motivator categories.
- c) If you were to travel in Canada for a vacation, which of the above four motivators would likely keep you here? Why?
- d) Having no financial concerns, choose a destination and detail the type of trip you would like to take based on the motivator you chose in c). Be sure to consider lodging, food and beverage, entertainment, recreation, etc.

Answer:

Cultural motivator: Desire to know and learn more about the music, architecture, food, art, folklore, and religion (of other people). Examples: Answers will vary. Note that culture can be a focus on anything with a cultural value: visiting Canada to learn more about our First Nations peoples; attending the Shakespearian Festival in Stratford, Ontario; visiting the Royal B.C. Museum in Victoria, etc.

Physical motivator: Travelling for health, relaxation, sports participation, recreation, or medical treatments. Examples: A ski holiday in Fernie, B.C.; a trip to Daytona beach to swim, lie in the sun and relax; a golf vacation in P.E.I.; a visit to a health spa etc.

Interpersonal motivator: Travelling for family or friends or the seeking of companionship. Examples: Going to see parents, researching family roots in England, taking a bird-watching tour (where other participants have the same interests), etc.

Prestige/status: Travel that relates to the need for recognition, appreciation, and/or enhanced reputation (also for self-image). Examples: Trip to the Summer Olympics in Greece 2004; trip on a high end luxury cruise ship; trip to climb Mt. Kilimanjaro.

c) If the student chose "cultural motivator," then their trip should include some historical site, entertainment, and/or museums (by name and what they expect to see); "physical motivators" should include specific activities like skiing, hiking, golfing, or even visiting a spa. (Destination and facilities must reflect motivator.) "Interpersonal" should be visiting friends or family from another area of the country. One item they probably won't need in this circumstance is lodging, and a full answer will mention this fact. Many times we choose family and friends because we know it will be fairly inexpensive.

Prestige/status: Depends on what they feel would give them special status among their peers. It might be something like climbing Mt Kilimanjaro, going to the Stanley Cup final or to the Olympics, or meeting Eminem and his band. Lodging, food and beverage, and activities must be suitable for their choice.

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47) A group of senior citizens has come to your hometown for a tour. Several are physically challenged and one is visually challenged. Describe the group's visit using the following guidelines:

- a) Identify two motivators, two needs, and two expectations for this seniors group.
- b) How well does your hometown meet these MNEs?
- c) Describe how their disabilities might affect their use of your town's tourism facilities.
- d) Do you feel it is the responsibility of tourism businesses to design products to meet the special needs of these tourists? Why or why not?

Answer:

Answers will vary depending on a student's knowledge of his or her hometown.

Motivators for seniors: Education, special interests, companionship, cultural experiences, etc.

Needs: Easily accessible establishments, a tour guide to help with problems, nice restaurants (not spicy food), hotels able to deal with a slightly older travelling crowd, etc.

Expectations: To have fun, to learn, to make new friends, to see new sites, etc.

- b) How well set up is the region for the elderly? Is there a hotel to meet the needs of the disabled? How many restaurants can provide for their needs? Will they have trouble finding places to eat? Are the theatres and museums ready to handle such a group?
- c) Those who are visually impaired may need larger print on menus, better lighting in hotels, guidance up and down stairs, and perhaps even help in eating if the restaurant is dim and the food items are difficult to distinguish. Physically challenged tourists may not be in wheelchairs, but they will need a slower pace. Not all hotels, restaurants, and facilities can accommodate wheelchairs, so if the trip is to be a success, all facilities must be checked out first. It is important to remember that many facilities that claim to be accessible are woefully inadequate.

d) Why worry? Seniors love to travel, are willing to pay for extra services, and are financially able to handle the cost. If your product exceeds their expectations, they make good return visitors. (Seniors spend over \$80 billion a year on tourism products.)

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48) There are a great number of benefits that a strong tourism industry can bring to a region. However, tourism illiteracy can frequently block the understanding of these benefits. Explore this challenge.

a) Explain tourism illiteracy.

b) Discuss four distinct benefits of tourism and provide an example for each.

c) Explain how, for someone illiterate in tourism, the benefits identified above could each be interpreted in a negative fashion.

d) How would you attempt to counter these negative options?

Answer:

a) Tourism illiteracy is a lack of understanding of the benefits that tourism brings to a community. Illiteracy should not necessarily come across in the answer as a negative perspective but as only having knowledge on one side of an issue.

b) Answers will vary based on which benefits the student chooses to focus on.

c) Answers will vary based on b). Each will need to explore the negative viewpoint. For example, if a government is investing in modern upgrades to a historical town to better satisfy tourists, a tourism illiterate person might only see this as tourism changing the fundamental characteristic of their historic small town.

d) Answers will vary; for example, the investment in modern upgrades could be introduced in a public forum where community members can express their concerns and have questions answered.

Page Reference: 40-42

49) Foreign Affairs Canada (FAC) is playing an increasingly important role in Canadian tourism after the terrorism issues faced in North America during the past decade. Briefly discuss:

a) the roles and responsibilities of FAC.

b) how the restrictions to travel have changed in the past decade.

c) how FAC is working with their counterparts in other countries and how this will benefit Canadian tourism.

Answer:

a) FAC is responsible for issuing Canadian passports and Canadian entrance visas.

b) Answers can include: a redesign of the Canadian passport, the requirement of children to carry passports, more vigorous background checks, tighter security at border crossings.

c) Answers can include: tighter restrictions on visas, additions of countries to the “visa required” list, depth of information required when crossing borders, connection of security computers with the RCMP, increased sharing of data with other countries, the creation of an expedited identification card to help business travellers move quickly through inspection sites.

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50) One of the weakest links identified by the tourism industry is that of service response. This is described in the text as a human resource challenge. Of the ten issues listed below, choose the five you believe to be most critical to good service techniques. Explain why each problem arises and briefly discuss how you, as a manager, would try to alleviate them.

Answer:

Here is an example:

We hire unskilled labour.

(Manager: Look for people who have training, or train the unskilled.)

We have poor training practices (workers go to work without knowing how to do the job).

(Manager: Invest in a training system.)

Poor self-image/attitudes (workers don't perform well and customers/managers yell at them).

(Manager: If workers are trained, it will help alleviate the problem. Trained managers respond to service difficulties in a more positive manner.)

High turnover of staff.

Industry image ("hamburger flippers")

(Manager: Industry problem that requires addressing at the national/provincial level.)

Language barriers

(Manager: Provide workers with ESL training.)

Poorly trained managers

(Manager: Train them.)

Lack of recognition for college/university training

(Manager: This is an industry problem that needs to be addressed by the industry.)

Declining profits/increasing competition (less money to train)

(Manager: Recognize the dollar return on well-trained employees.)

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51) People travel for a variety of reasons, including personality characteristics and the satisfaction of needs influenced by motivational pressures. However, there are many barriers that keep potential tourist from travelling. These barriers have a real and tangible impact on tourism operators.

- a) Identify three distinct barriers to travel, providing a full description of each.
- b) Illustrate how tourism operators are addressing these barriers in an effort to increase tourism business.

Answer:

This answer should include any three of the following: cost, lack of time, accessibility, health and disabilities, tastes and experiences, education, age, and fear.

The responses for this question will vary based on the selections made in a); answers will also be open to interpretation.

Some examples may include the following: the lack of time issue is being confronted with the availability of micro-vacations; the cost issue is being addressed with trading down options. Other examples would be acceptable as long as they uncover the issue and demonstrate a response to it.

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