

Exam

Name_____

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 1) According to the United Nations World Tourism Organization (UNWTO), tourism comprises the activities of persons traveling to, and staying in places outside their usual environment for _____ for leisure, business, and other purposes.
- A) comparatively long time
B) a year
C) comparatively short time
D) not more than one consecutive year

Answer: D

- 2) Which of the following is true about the UNWTO's definition of tourism?
- A) It clearly defines who qualifies to be a tourist.
B) It emphasizes the interactions among residents, tourists and businesses.
C) It stresses that tourism is an economic activity.
D) It specifies the settings where the activity takes place.

Answer: A

- 3) Scholars and industry experts have recommended a(n) _____ approach to tourism since everything is interrelated and every area has an interest in tourism.
- A) hands-on
B) industrial
C) system
D) business
E) commercial

Answer: C

- 4) In Lipper's tourism system model, he suggests that tourism system includes tourist activities in the following geographical regions except:
- A) traveler-generating regions.
B) transit route.
C) tourist destination regions.
D) tourist attractions.

Answer: D

- 5) From tourists' perspective, Wall and Mathieson suggest that tourism consists of the following elements except:
- A) a business element.
B) a stay in destination element.
C) a consequential element.
D) a dynamic element.

Answer: A

- 6) Tourism product refers to the combination of what the tourists do at the destination and the services used during the stay. The main characteristics of tourist product are the following except:
- A) transient.
B) intangible.
C) psychological.
D) inconsistent in quality ad standard.
E) fixed in supply.

Answer: A

7) When residents of a country visit other parts of the country, it is referred as:

- A) internal tourism.
- B) domestic tourism.
- C) outbound tourism.
- D) international tourism.
- E) all of the above

Answer: A

8) International tourism includes:

- | | |
|---|--|
| A) internal tourism and domestic tourism. | B) inbound tourism and domestic tourism. |
| C) outbound tourism and national tourism. | D) inbound tourism and outbound tourism. |

Answer: D

9) Understanding the definitions of different types of tourism (such as in the questions above) is important because of the following reasons, except:

- A) it provides statistics of illegal immigrants.
- B) it helps a country determine the tourism trade balance.
- C) it helps proper tourism planning.
- D) it provides vital input to calculating economic impact of tourism.

Answer: A

10) The main sectors under the tourism system are the following except:

- A) transportation.
- B) foodservice.
- C) attractions.
- D) lodging.
- E) security.

Answer: E

11) Which of the following was the earliest travel motivation?

- | | |
|------------------------|---------------|
| A) military expedition | B) relaxation |
| C) cultural exchange | D) trade |

Answer: D

12) Tourism in the past developed as a result of the development of the following sector:

- A) attraction.
- B) lodging.
- C) foodservice.
- D) transportation.
- E) language.

Answer: D

13) The Grand Tour, which was taken by an elite group of young men to travel with the ambassadors of the day to prepare them for important positions in government, originally started in:

- | | |
|--------------------------------------|----------------------|
| A) the era of industrial revolution. | B) the 16th century. |
| C) the 14th century. | D) the 18th century. |

Answer: B

14) The first train excursion was offered by Thomas Cook in 1841 in the following country:

- | | | | |
|-------------|-------------|------------|---------------|
| A) America. | B) England. | C) Canada. | D) Australia. |
|-------------|-------------|------------|---------------|

Answer: B

- 15) For short and medium distance travel, Americans have considered which of the following as the most convenient and rapid forms of transportation?
A) airplane B) bikes C) train D) automobile
Answer: D

- 16) When considering international and domestic tourism, it is important to remember that:
A) one type of tourism is more important than the other.
B) domestic tourism is larger than international tourism.
C) international tourism is larger than domestic tourism.
D) international tourism and domestic tourism have the same volume.
Answer: B

- 17) Business travel has the following main components except:
A) incentive travel.
B) normal business travel.
C) cruise travel.
D) meeting conferences, seminars, workshop and training session.
E) research and teaching.
Answer: C

- 18) Leisure travel refers to the following types of travel except:
A) sightseeing.
B) visiting friends and relatives.
C) history, culture, attractions.
D) recreation.
E) conference.
Answer: E

- 19) Leisure travel accounts for _____ of all U.S. resident travel.
A) 65% B) 75% C) 50% D) 60%
Answer: B

- 20) Business travel has been greatly sought after by tourism businesses given its decline at economic downturn. This is because business travel:
A) is fairly consistent throughout the year. B) peaks during summer and fall.
C) peaks during school vacations and holidays. D) is fairly seasonal.
Answer: A

- 21) Tourism has become the world's leading industry while other industries, such as manufacture and agriculture, decline. This rise in tourism results from the following except:
A) illegal immigrants.
B) lower transportation costs.
C) people living longer.
D) the opening up of the national border.
E) an increase in disposable incomes.
Answer: A

- 22) According to the U.S. Department of Commerce, tourism is responsible for employing _____ non-farm jobs in the United States and a leading provider of tax revenue for Federal, State and local government.
A) one out of eight B) one tenth of C) 50 percent of D) none of the above
Answer: A

23) A research done by Travel Industry Association in 2007 indicated that the top activities for domestic U.S. travelers were the following except:

- A) attending social and family events.
- C) staying at hotels.

- B) shopping.
- D) outdoor activity.

Answer: C

24) Attractions are normally categorized as the following:

- A) summer and winter attractions.
- C) local and overseas attractions.

- B) popular and non-popular attractions.
- D) natural and man-made attractions.

Answer: D

25) Fare changes in airlines would increase the number of tourists to destinations and hotels. This refers to which of the following characteristics of the tourism businesses?

- A) inseparable
- B) interrelated
- C) intangible
- D) inconsistent
- E) invisible

Answer: B

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

26) How can the study of tourism be approached? Give examples to substantiate and support your statement.

Answer:

27) What perspectives can be used to look at tourism?

Answer:

28) What are the main sectors of tourism in the umbrella of tourism?

Answer:

29) When did automobiles and buses become a more popular way to travel than railroads?

Answer:

30) What were the major reasons for the decline in rail travel?

Answer:

31) Give some examples that illustrate the interrelatedness of different areas of tourism.

Answer:

32) Why is tourism described as a system?

Answer:

33) According to the WTTC, what is the projected forecast for the tourism industry? What are your predictions?

Answer:

34) What are the characteristics of tourism and the tourism products?

Answer:

35) What are some of the examples of major tourism companies in the following segments of the tourism industry: transportation, lodging, restaurants, attractions, entertainment, and recreation?

Answer:

MATCHING. Choose the item in column 2 that best matches each item in column 1.

Match the term with the correct description.

36) United Nations World Tourism Organization

Answer: G

37) Convention and Visitors Bureau (CVB)

Answer: E

38) Demand side

Answer: B

39) Supply Side

Answer: A

40) Infrastructure

Answer: H

41) Superstructure

Answer: F

42) Systems approach

Answer: I

43) Business travel

Answer: C

44) Traveler-generating region

Answer: J

45) Transit route

Answer: D

A) The "pull" factor for people to travel

B) The side that arises from tourists' motivation

C) Travel for meeting/conference, training, education, and so on

D) Places that people may visit on the way to their destinations

E) The local tourism organization that develops and coordinates tourism

F) Facilities built to accommodate the needs of the tourists

G) The United Nations organization in charge of tourism

H) Facilities that residents rely on such as roads and communication network

I) An approach that defines a system as a set of interrelated elements

J) The feeder market for the destination