



chapter 2

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Questions

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Question 1

1 pts

External sources of information may be grouped into which of the following two sources?

allocentrics and venturers

personal and nonpersonal

heterogeneous and homogeneous

business and professional

Answer

Question 10

1 pts

Which of the following is the most commonly used basis for market segmentation?

geographic

psychographic

demographic

product-related

Answer

Question 11

1 pts

Which of the following is NOT a product-related variable?

the primary desire for comfort and relaxation

the benefits people seek from the good or service

the amount of good or service used

the degree of company loyalty

Answer

Question 12

1 pts

Which of the following sequences represents the order of the five-step approach used by marketers in the segmentation decision process?

choose a segmentation approach, profile each segment, develop forecasts, estimate value of market, decide which segment to target

decide which segment to target, profile each segment, choose a segmentation approach, develop forecasts, estimate value of market

Answer

profile each segment, decide which segment to approach, choose a segmentation approach, estimate value of market, develop forecasts

develop forecasts, estimate value of market, profile each segment, decide which segment to approach, choose a segmentation approach

Question 13

1 pts

Which group of travelers is considered to be the backbone or "bread and butter" of the tourism industry?

incentive travelers

special-interest travelers

mature travelers

business travelers

Answer

Question 14

1 pts

Which of the following statements concerning mature travelers is NOT true?

They are the fastest-growing segment of the travel market.

They are less price sensitive than vacation and leisure travelers.

They control over three-quarters of the disposable wealth in the United States.

They control over 50% of the disposable income in the United States.

Answer

Question 15

1 pts

Incentive travel programs are designed to _____.

create competition

control travel expenses

delight demanding visitors

combine business and pleasure

Answer

Question 16

1 pts

_____ provides a good foundation for, as well as a brief glimpse into, the fundamentals of motivation.

Answer

The hierarchy of needs

Travel career patterns

The psychocentric-allocentric model

Market segmentation

Question 17

1 pts

In the segmentation process, after selecting a segmentation process _____.

one estimates likely market share of each segment

one designs appropriate marketing mix

one forecasts market potential of each segment

Answer

one creates a detailed profile of segments

Question 18

1 pts

Which of the following segments does NOT belong to the SMERFs?

vacation clubs

reunions

Answer

shopping

weddings

Question 2

1 pts

Which of the following is NOT an example of micro-level marketing information?

choice of airline

brochures on certain attractions

Answer

choice of destination

options on travel routes

Question 3

1 pts

All of the following are "push" factors in tourist motivations EXCEPT _____.

desire for escape

rest and relaxation

health and fitness

Answer

ease of access

Question 4

1 pts

An allocentric personality would prefer which of the following?

Answer

unusual destinations

low activity levels

heavy tourist accommodations

complete tour packages

Question 5

1 pts

Which of the following types of needs comprises the lowest level in Maslow's hierarchy of needs?

Answer

belongingness

physiological

self-actualization

esteem

Question 6

1 pts

The task of meeting diverse needs and wants led to the idea of _____.

Answer

optimal arousal theory

elastic demand

market segmentation

incentive travel

Question 7

1 pts

Which of the following is an example of a tourism activity fulfilling a belongingness need?

Answer

group tours with people having similar interests and/or backgrounds

learning the language and culture before traveling to another country

easily accessible food outlets in theme parks

reservation service provided at government-approved agencies

Question 8

1 pts

According to Plog, travelers seeking the comfort of familiar surroundings in their tourism experiences would be classified as _____.

Answer

psychocentrics

venturers

midcentrics

near-venturer

Question 9

1 pts

Which of the following group of people can be classified as adapters?

women facing economic and family concerns

Answer

contented elderly people that still find newness fun and challenging

young people on the go

slightly older, affluent opinion-leaders

Question 1

1 pts

Consumer behavior is the study of consumer characteristics and the process involved when individuals or groups select, purchase, and use goods and services to satisfy wants and needs.

Answer

True

False

Question 10

1 pts

A homogeneous market is one composed of people having differing characteristics and needs.

True

Answer

False

Question 11

1 pts

The introduction of teleconferencing has resulted in the decline of business and professional travel.

True

Answer

False

Question 12

1 pts

Incentive travel programs cannot be purchased by retail travel agencies.

True

Answer

False

Question 13

1 pts

SMERF stands for Social, Military, Education, Religion, and Fraternal.

True

Answer

False

Question 14

1 pts

Social groups are the hardest SMERFs to identify and target.

True

Answer

False

Question 15

1 pts

Special interest travelers often travel in small groups on very specific itineraries.

True

Answer

False

Question 16

1 pts

The length of a trip will play a role in determining how much pretrip planning occurs.

True

Answer

False

Question 17

1 pts

Quality accommodation is a pull factor for visitors.

Answer

True

False

Question 18

1 pts

Tour packages that offer frequent rest stops address the physiological needs of travelers.

Answer

True

False

Question 2

1 pts

Resort brochures and billboards are examples of nonpersonal sources of information.

Answer

True

False

Question 3

1 pts

Consumer research has proven that we notice and respond to advertisements when we least expect them.

Answer

True

False

Question 4

1 pts

Multidestination trips tend to be more rigidly planned and do not allow for spontaneity.

Answer

True

False

Question 5

1 pts

Travel guides are viewed as neutral sources of information because the author is usually not being compensated by suppliers to make the recommendations included in the guide.

Answer

True

False

Question 6

1 pts

Self-actualization could be attained by learning the language and culture before traveling to another country and then practicing on arrival.

Answer

True

False

Question 7

1 pts

The Travel Career Patterns (TCP) developed by Pearce involves three categories: geographic, demographic, and psychographic.

Answer

True

False

Question 8

1 pts

The venturer found at one extreme of Plog's continuum would be referred to by marketers as an "innovator."

Answer

True

False

Question 9

1 pts

Geographic segmentation is the oldest and simplest basis for market segmentation.

Answer

True

False

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