

Quiz 9**1. Thomas Cook is famous for:**

- a. Having achieved the first solo transatlantic flight
- ☒ b. Having organized the first package tour
- c. Having organized the first luxury cruise
- d. Having founded the Holiday Inn hotel chain

2. Which of the following travellers are tourists, according to the definition by the UN World Tourism Organization (UNWTO)?

- ☒ a. French tourism students on a 2-week field course to Turkey
- b. Same-day travellers
- c. Commuters
- d. Airline crew members

3. Which of the following is a characteristic of the tourism product?

- a. Intangibility
- b. Perishability
- c. Heterogeneity
- ☒ d. All of the above

4. Tourism Satellite Accounts (TSA):

- a. Account for tourism commodities only
- ☒ b. Look at all tourism and non-tourism commodities, and extract only the portion that can be attributed to tourism activities
- c. Look at all tourism and non-tourism activities, and account for the entire economic contribution of these
- d. Look at the activities of international visitors only, but not domestic travellers

5. The tourism industry is characterized by:

- ☒ a. The domination of large-scale companies, such as airlines and hotel chains
- b. Exclusively micro-enterprises (less than ten employees)
- c. The domination of micro-enterprises and SMEs
- d. Exclusively SMEs

6. Working in the tourism industry is often associated with:

- a. Unsocial working hours (shift work)
- b. Low salaries
- c. High seasonality
- ☒ d. All of the above

7. Members of the International Air Transport Association (IATA) are:

- a. The governments of most countries
- b. The CEOs of most airlines
- ☒ c. Most of the world's airlines (passenger and cargo)
- d. All scheduled airlines

X 8. The acronym CSR stands for:

- ☒ a. Corporate Search and Rescue
- ☐ b. Corporate Social Responsibility
- ☐ c. Corporate Sensitive Reliability
- ☐ d. Corporate Social Reality

9. According to tourism academics and industry experts, which of the following will we see in the future?

- a. A decline in niche markets
- b. An increase in sun, sand, sea (SSS) tourism
- c. A decline in demand for sustainable travel options
- ☒ d. An increase of outbound tourists from 'emerging economies', such as India, China and Cuba

X 10. In their 2020 vision, the United Nations World Tourism Organization (UNWTO) predicts:

- ☒ a. 1.6bn international arrivals by 2020
- ☐ b. 5.6bn international arrivals by 2020
- ☐ c. 1.6m international arrivals by 2020
- ☐ d. 5.6m international arrivals by 2020

11. Why is tourism so popular?

11. If you were minister of tourism for USA-China-Saudi Arabia (delete as appropriate), what types of assistance might you request from UNWTO?

12. What main points would you expound on if you were supporting next year's Office of Travel and Tourism Industries (OTTI) budget on the floor of the U.S. House of Representatives?

13. A state senator strongly opposes the budget for tourism promotion. "Let the hotels and transportation companies promote our state," he exclaims. "We need this money for better schools." As a member of the senate's tourism committee, what would your rebuttal be?

Exam 2 Part 1

4/30/2014

Name:

- The exam contains 35 questions.
- Questions 1-10 = 2 points (20 points) 11-35 = 4 points (100 points).
- All questions are compulsory and must be answered.
- Questions must be attempted on the question paper. **Circle your answers.**
- You may leave before the end of the examination
- Ensure your name is written above.
- **Good luck !**

1. What technical services does UNWTO provide?

- a. promotes tourism through newspaper and magazine ads
- b. **provides an international clearing house for information**
- c. finances construction of hotels and other superstructures
- d. issues passports, visas, and police registration
- e. subsidizes poorer countries

2. To be tourists, travellers may be:

- a. **traveling for business purposes**
- b. traveling to set up a new business in another country
- c. studying in a university for the freshman year
- d. All of the above are tourists

3. The key characteristics of a tourism destination includes, except:

- a. a geographic area which has an administrative boundary or boundaries
- b. a place where the tourist can find overnight accommodation
- c. a destination mix is available for visitors
- d. **a tourism marketing effort does not exist**
- e. government agencies have introduced laws and regulations

4. _____ is a short-term plan for 2-4 years.

- ☒ a. Tourism action plan
- b. Tourism strategy
- c. **Tourism master plan**
- d. None of the above

5. _____ is a medium-term plan for 5-9 years.

- a. Tourism action plan
- b. **Tourism strategy**
- c. Tourism master plan
- d. None of the above

6. _____ is a long-term plan for 10 or more years.

- a. Tourism action plan
- b. Tourism strategy
- c. **Tourism master plan**
- d. None of the above

7. _____ has been defined as, "a phenomenon of large-scale packaging of standardized leisure services at fixed prices for sale to a mass clientele" (Poon, 1993: 32):

- a. Sustainable tourism
- b. Mass tourism**
- c. Responsible tourism
- d. Backpacking tourism

8. All of the following statements are true, except:

- a. Tourism is a labour-intensive sector
- b. Tourism product is not a physical object but an amalgam of products and invisible services.
- c. The principles of positioning and repositioning cannot be applied to tourist destinations**
- d. Tourism has one of the most highly seasonal patterns of demand for any product
- e. The tourism industry presents particular challenges in the management of 'moments of truth'

9. All of the following statements are true, except:

- a. Packaging in tourism is very different from product packaging
- b. A festival is one of the best examples of programming in tourism
- c. The DMO can act more as a 'price setter' than 'price influencer'**
- d. A DMO really does not have a specific product or service to sell to potential visitors

10. Contemporary institutionalized tourism:

- a. is really a mass production industry**
- b. provides maximum novelty of experience
- c. does not provide an attractive tourist experience
- d. does little to develop the tourism potential of a developing country
- e. c and d

11. Tourism as an activity is enjoyed by substantial proportions of the populations of _____ and most countries promote their natural, historic or cultural resources as _____ to earn a share of the tourism industry.

- a. Industrialized economies/push factors
- b. Developing economies/tourist attractions
- c. Industrialized economies/ tourist attractions**
- d. Developing economies/push factors
- e. International tourism

12. _____ is the combination of related and complementary hospitality and tourism services and facilities into a single price offering.

- a. Packaging**
- b. Programming
- c. Partnership
- d. People

13. Which of the following CANNOT be recognized as one of benefits of packaging for customers?

- a. Convenience
- b. Ability to budget for trips
- c. Easier business forecasting**
- d. Satisfaction of special interests

14. Which of the following is the most risky of the four growth strategies?

- a. Market penetration
- b. Diversification**
- c. Market development
- d. Product development

15. Which of the following are not stakeholders in making decisions concerning a tourism destination?

- a. the transportation sector
- b. cultural/heritage groups
- c. foreign visitors
- d. local religious groups
- e. a non-resident who does not travel**

16. The primary rationale for a community's establishment of a DMO is:

- a. to enhance destination competitiveness**
- b. to license accommodation businesses
- c. to secure government funding
- d. to develop tourism infrastructure

17. Which of the following is a potential source of comparative advantage?

- a. Brand positioning
- b. Advertising penetration
- c. Climate**
- d. Distribution contact

18. According to Ritchie and Crouch, Qualifying and amplifying determinants are what?

- a. The main attractions that draw tourists to a destination.
- b. The determinants that limit or nurture the ability of the destination to compete**

19. In terms of a destination, what do attractions do?

- a. Generate the visit to a destination**
- b. Support visitors at the destination
- c. Reduce tension between visitors and residents
- d. Inform local residents of the benefits of tourism

20. Which of the following factors contribute the least to the competitiveness of a tourism destination?

- a. cost levels at the destination
- b. the quality of service at the destination
- c. culture and history of the destination
- d. minimum wage levels at the destination**
- e. the physiography/climate of the destination

21. Morrison (2010) suggests using Documenting-Deciding- Differentiating-Designing-Delivering as:

- a. 5 Ds of positioning
- b. 5 Ds of the PRICE model
- c. 5 Ds of the Tourism Area Life Cycle
- d. 5 Ds of the Destination Marketing System questions

22. The exploration stage of a tourism area life cycle is characterized by:

- a. Few visitors and minimal tourism infrastructure
- b. Visitor increases and some local tourism investment
- c. Rapid visitor growth due to promotion, more built attraction and some outside investment
- d. Slower visitor growth with new market development and seasonally focused
- e. Declining visitors and rundown infrastructure

23. The stagnation stage of a tourism area life cycle is characterized by:

- a. Few visitors and minimal tourism infrastructure
- b. Visitor increases and some local tourism investment
- c. Rapid visitor growth due to promotion, more built attraction and some outside investment
- d. Slower visitor growth with new market development and seasonally focused
- e. Peak visitor numbers, limited carrying capacity, occupancy declines and business turnovers

24. A host's perception of the tourist depends on what factor?

- a. The numbers and types of tourists
- b. The level of development of tourism
- c. The pace of tourism development.
- d. All of the Above

25. What is Carrying Capacity in relation to tourism?

- a. Refers to the ability of a destination to take tourism use without deteriorating in some way
- b. Refers to how much a destination has changed in development
- c. Refers to Accommodation Capacity
- d. The number of attractions in a destination

26. Which of the following do you believe is the best description of a core indicator of sustainable tourism?

- a. Measures that focus on what managers need to know most to reduce the risk of inadvertently making decisions that danger the natural and cultural environment on which tourism depends.
- b. Measures that tell managers which core resources and attractors are most important in influencing visitor choice of a destination.
- c. Annual measures provided by members of the United Nations World Tourism Organization (UNWTO) concerning the competitiveness of all member destinations.
- d. Measures concerning the core values of tourists that are judged to be most important to respect when designing a competitive tourism destination.
- e. Core samples drawn from the earth's crust of successful tourism destinations in order to provide an understanding of the factors that determine destination success.

27. A fundamental frame of reference for responsible and sustainable tourism, the Global Code of Ethics for Tourism (GCET) is a comprehensive set of principles designed to guide key-players in tourism development. The Code's is based on:

- a. 14 principles
- b. 10 principles**
- c. 6 principles
- d. 3 principles

28. Another aspect of the destination product that requires the DMO's attention is in the provision _____. This is important so that tourism can be enjoyed by everyone, including those with access needs.

- a. Dark tourism
- b. Responsible tourism
- c. Accessible tourism**
- d. Alternative tourism
- e. Mass tourism

29. The first stage of the marketing research process is usually which one of the following?

- a. Data collection
- b. Data analysis
- c. Sample design
- d. Management decision problem identification**

30. Which of the following statement is not true about motivations for travel?

- a. Push factors are related to internal motivational driving forces. They determine whether to travel
- b. Pull factors are related to destination attributes. They determine where to travel
- c. There are many reasons why people travel on vacations or holidays to tourism destinations
- d. There is more freedom and flexibility in selecting the destinations for business travel than for pleasure/leisure travel**
- e. Researchers have shown that tourist travel with multiple motivations

31. Which of the following statement is not true about tourist/tourism experiences?

- a. Tourism is a dynamic & interactive process that varies according to where, when and how it is experienced
- b. Tourist experience process is homogenous rather than heterogeneous**
- c. Person characteristics significantly contribute to the heterogeneity of the tourist experience process
- d. Trip characteristics significantly contribute to the heterogeneity of the tourist experience process

32. Pleasure/leisure travel; visiting friends and relatives (VFR); business travel and other personal travel are the four main divisions of:

- a. the geographical setting of the destination
- b. types of tourism by activity
- c. main trip purpose**
- d. types of tourism by trip characteristics

33. Push factors are related to tourists' needs and wants and include the need for, except:

- a. escape
- b. rest
- c. relaxation
- d. social interaction
- e. climate**

34. Person characteristics are related to the tourist profile statistics and include, except:

- a. age
- b. gender
- c. personality
- d. price sensitivity**
- e. nationality

35. Trip characteristics are related to the tourist profile statistics and include, except:

- a. party composition
- b. party size
- c. trip duration
- d. price sensitivity
- e. country of residence**

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Destination Marketing Team Assignment

125 points

Due May 7th – Paper copy only no emailed assignments accepted

+5 wed 9 pm Heng's

8-10 pages

1 Cover page

1 Bibliography

100 points Contents: Describe the following (use pictures when needed)



1. Attributes of the destination (what are the authentic must experiences there?)
2. Who are their target markets?
3. Who are the primary place marketing organizations?
4. How are they differentiating themselves?
5. Describe their marketing communications – campaign.
6. Who are their primary distribution channels?
7. What are the potential gaps in their marketing? *gaps*
8. Conduct a SWOT analysis of their official marketing.

Really hard

9. What are your expected experiences as a visitor based on marketing ONLY – explain why.

what do you think you will feel?

10. What are their commodity type experiences, services and products?

Shopping, Define

25 Points: Power Point slides attached in the paper, presented in class May 7: 15 minutes per team

(Focus on "Establish destination experiential positioning")



Marketing Goal: Communicate an authentic experience that would create demand to visit your assigned destination

The goal is a power point presentation to the government to communicate the destination's experiential marketing concept.