

Exploring the Hospitality Industry, 4e (Walker)
Chapter 2 Tourism

1) The UNWTO strongly suggests all tourism should be:

- A) international
- B) cost effective
- C) sustainable
- D) a year-round economic driver

Answer: C

2) Approximately what percent of domestic travel is for pleasure?

- A) 49%
- B) 59%
- C) 79%
- D) 89%

Answer: C

3) The leading international organization in the field of travel and tourism is:

- A) World Trade Organization
- B) Western Tours Organization
- C) United Nations World Tourism Organization
- D) Worldwide Tour Operations

Answer: C

4) Travel is on the increase and expected to continue to increase in the coming years. Reasons for this include all of the following except:

- A) longer life span
- B) increase in working hours
- C) early retirement
- D) increased standard of living

Answer: B

5) Inbound international tourism can be described as:

- A) visits to a country by non-residents of that country
- B) visits by residents of a country to another country
- C) visits by tourists of a country to their own country
- D) visits by tour groups from one city to another city

Answer: A

6) Outbound international tourism can be described as:

- A) visits to a country by non-residents of that country
- B) visits by residents of one country to another country
- C) visits by tourists of a country to their own country
- D) visits by tourists

Answer: B

7) Sustainable tourism is often referred to as:

- A) responsible tourism
- B) tourism requiring the marketing skills of the local tourism organization
- C) a source of employment for tourists
- D) historical tourism

Answer: A

8) Which characteristic is not typically found in a business traveler?

- A) Younger
- B) Stay for extended periods at one location
- C) Spend more money
- D) Travel in small groups

Answer: B

9) Interdependency between various segments of the hospitality industry means:

- A) each segment, to an extent, depends on another for business
- B) all segments are very independent and do not rely on one another at all
- C) employees may work for more than one business
- D) tourism has little effect on other segments of the industry

Answer: A

10) Which of the following has had a significant impact on increased air travel?

- A) Increase in flights
- B) Larger airports
- C) Lower airfares
- D) Shorter flights

Answer: C

11) Eco-tourism can be traced back to the:

- A) 1950s
- B) 1960s
- C) 1970s
- D) 1980s

Answer: C

12) Which of the following is a major benefit of the hub-and-spoke system adopted by major U.S. airlines?

- A) Airlines can service more cities at a lower cost.
- B) Airlines can expand employee hiring.
- C) Airlines can save marketing costs.
- D) Airlines have more control over which passengers select their services.

Answer: A

13) The development of the _____ in the 1830s made travel affordable and comfortable for the masses.

- A) automobile
- B) railroad
- C) airplane
- D) cruise line

Answer: B

14) Today, the National Railroad Passenger Corporation is known as:

- A) Amtrak
- B) Light Rail
- C) Metro
- D) The L

Answer: A

15) Eurail passes must be purchased:

- A) in France
- B) in England
- C) outside Europe
- D) in Italy

Answer: C

16) Maglevs are super-fast trains that:

- A) use alternative fuels
- B) are suspended in the air and propelled by magnetic force
- C) are utilized by subway systems
- D) are the most popular in the United States

Answer: B

17) Automobile travel is a way of life for many Americans who can drive _____ miles or more per year.

- A) 10,000
- B) 15,000
- C) 20,000
- D) 25,000

Answer: C

18) Seventy-five percent of car rental sales take place at:

- A) airports
- B) inner city locations
- C) suburban locations
- D) hotels

Answer: A

19) Those who travel by bus may select this mode of transportation because:

- A) it provides an opportunity for eating at unique roadside diners
- B) it makes frequent stops at tourist sites
- C) it provides on-the-road entertainment opportunities
- D) it is convenient and economical

Answer: D

20) Many eco-tourism destinations are located in:

- A) developing countries
- B) inner cities
- C) ocean fronts
- D) resorts

Answer: A

21) What organization lends substantial sums of money for tourism development in the form of low-interest loans to developing countries?

- A) World Trade Organization
- B) World Bank
- C) International Air Transportation Association
- D) International Civil Aviation Organization

Answer: B

22) All of the following are part of the purpose of the Organization for Economic Cooperation and Development except:

- A) supporting sustainable economic growth
- B) contributing to economic expansion and world trade
- C) raising living standards
- D) creating a global marketing campaign promoting ecotourism

Answer: D

23) The Travel Industry of America is responsible for:

- A) the promotion and development of tourism in the United States
- B) the promotion and development of travel to Europe
- C) the promotion and development of travel to South and Central America
- D) the promotion and development of local convention and visitors' bureaus

Answer: A

24) The primary function of a convention and visitors' bureau is to:

- A) build new hotels in the local area
- B) attract and retain visitors to the city
- C) provide accommodations to tourists
- D) attract conventions to the city

Answer: B

25) The multiplier effect occurs when:

- A) employment rates reach normal levels
- B) money is recycled back into the community from the money tourists spend in the local economy
- C) money is used to purchase items from outside the local area
- D) new jobs are created to service the needs of international travelers

Answer: B

26) Tour operators:

- A) are a middle person acting as a travel counselor on behalf of airlines, cruise lines, and hotels
- B) promote tours and trips that they plan and organize
- C) bring together tourists and rental companies
- D) act on behalf of travel agents

Answer: B

27) Travel agents:

- A) serve as a middle person acting as a travel counselor on behalf of airlines, cruise lines, and hotels
- B) promote tours and trips that they plan and organize
- C) bring together tourists and rental companies
- D) act on behalf of tour operators

Answer: A

28) The American Society of Travel Agents is:

- A) the world's largest travel trade association
- B) a society that brings tourists and tour operators together
- C) an organization that creates vacation packages
- D) a training organization for prospective travel agents

Answer: A

29) The largest travel corporation is:

- A) Automobile Association of America
- B) Aladdin Travel
- C) Thomas Cook Travel Corporation
- D) American Express Travel Services

Answer: D

30) Cultural tourism is motivated by:

- A) lifestyle and heritage offerings of a community
- B) infrastructure
- C) health and fitness opportunities
- D) a desire to travel close to home

Answer: A

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

- A) Multiplier effect
- B) Convention and Visitors' Bureaus
- C) The leading international organization in the field of travel and tourism
- D) Germany
- E) Amtrak
- F) Tour operators
- G) A market that provides a source of business
- H) Ecotourism
- I) The dependency of each segment of the hospitality industry on another for business
- J) Enable passengers to travel from one smaller city to another city

31) World Tourism Organization

32) Sustainable tourism

33) Interdependency

34) Feeder market

35) Hub-and-spoke system

36) National Railroad Passenger Corporation

37) First internal combustion engine was developed here

38) City representatives whose main function is to attract and retain visitors to a city

39) A ripple effect of spending that occurs with increased tourism

40) Planners, organizers, and promoters of tours and trips

Answers: 31) C 32) H 33) I 34) G 35) J 36) E 37) D 38) B 39) A 40) F

41) During the age of the _____ Europeans toured Europe as part of their education.

Answer: Grand Tour

42) _____ is a dynamic, evolving, consumer-driven force, which is the world's largest industry.

Answer: Tourism

43) Tourism has become one of the world's most important sources of _____.

Answer: employment

44) Through tourism the _____ aims at stimulating economic growth and job creation, providing incentives for protecting the environment and cultural heritage, and promoting peace, prosperity, and respect for human rights.

Answer: United Nations World Tourism Organization (UNWTO)

45) Ecotourism is synonymous with _____.

Answer: sustainable tourism

46) Hotel guests traveling to reach the hotel, eating in a nearby restaurant, and visiting attractions are examples of the _____ of the segments of the hospitality industry.

Answer: inter-dependency

47) Major U.S. airlines have formed _____ alliances with partner airlines to provide easier ticketing and transportation access to locations they do not serve.

Answer: strategic

48) The _____ system enables air passengers to travel from one smaller city to another.

Answer: hub-and-spoke

49) To prevent the collapse of the passenger rail industry in the United States, Congress passed the _____ in 1970.

Answer: Rail Passenger Service Act

50) Tourists spend money in the economic areas they visit, and this money is re-spent in the local economy. This is the _____ effect.

Answer: multiplier

51) A _____ is a middle person that sells travel services on behalf of airlines, cruise ships, rail, hotels, etc.

Answer: travel agent

52) The International Air Transportation Association (IATA) is the global organization that _____ almost all international airlines.

Answer: regulates

53) Most convention and visitors' bureaus are funded by the _____ tax.

Answer: transient occupancy

54) The main body for the promotion and development of tourism in the United States is _____.

Answer: Travel Industry of America (TIA)

55) _____ promote tours and trips that they plan and organize.

Answer: Tour operators

56) What are five characteristics of the travel and tourism industry as identified by the United Nations World Tourism Organization and the World Travel and Tourism Council?

Answer: An around-the-clock all-year economic driver, one of the largest employers in the world, leading producer of tax revenues, accounts for over 10% of the GDP, forecasted to continually grow

57) Define the following classifications of tourism:

- Inbound international tourism
- Outbound international tourism
- Internal tourism
- Domestic tourism
- National tourism

Answer:

- Inbound International Tourism: visits to a country by non-residents of that country
- Outbound International Tourism: visits by residents of a country to another country
- Internal tourism: visits by tourists of a country to their own country
- Domestic tourism: inbound international plus internal tourists
- National tourism: internal tourists plus outbound international tourists

58) What are two main benefits of the airline hub-and-spoke system?

Answer: Airlines can service more cities at lower cost and can maximize passenger loads from small cities, thereby saving fuel.

59) Describe the multiplier effect and its effects on the economy of a tourism destination.

Answer: It is a chain reaction of spending, resulting from tourists spending money and that money being recycled through an economy by its residents (employees of the industry). Government agencies use the multiplier as a measurement of economic growth in an area.

60) List and describe three promoters of tourism.

Answer: Tour operators — promote tours/trips that they plan and organize.

Travel agencies — middle person that sells on behalf of hospitality industries; a broker of sorts that brings together client and supplier.

Travel corporations — provide travel service and airline tickets as well as other travel services.

Corporate travel manager — a type of entrepreneur working in a large corporation to provide and improve corporate travel efficiency and reduce travel costs.

Travel and tour wholesalers — an independent travel agent that packages tours for his/her clients.

Destination Management Company (DMC) — a service organization that offers a host of programs and services to meet clients' needs.