

Exam

Name_____

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

- 1) The UNWTO strongly suggests all tourism should be: 1) _____
A) international B) a year-round economic driver
C) sustainable D) cost effective

Answer: C

- 2) Cruising began in the 1840's when this ship line made the crossing from England to America. 2) _____
A) Cunard B) Norwegian Lines
C) White Star D) Princess

Answer: A

- 3) The leading international organization in the field of travel and tourism is: 3) _____
A) World Tourism Organization B) Worldwide Tour Operations
C) Western Tours Organization D) World Trade Organization

Answer: A

- 4) What organization backs the World Tourism Organization? 4) _____
A) United States B) United Nations
C) World Bank D) Automobile Association of America

Answer: B

- 5) Inbound international tourism can be described as: 5) _____
<https://sellidocx.com/products/test-bank-walker-exploring-the-hospitality-industry-3e-man>
A) visits by tour groups from one city to another city
B) visits by residents of a country to another country
C) visits to a country by non-residents of that country
D) visits by tourists of a country to their own country

Answer: C

- 6) Outbound international tourism can be described as: 6) _____
A) visits by tourists of a country to their own country
B) visits by residents of a one country to another country
C) visits by tourists
D) visits to a country by non-residents of that country

Answer: B

- 7) Sustainable tourism is often referred to as: 7) _____
A) responsible tourism
B) historical tourism
C) a source of employment for tourists
D) tourism requiring the marketing skills of the local tourism organization

Answer: A

- 8) Benefits of tourism include all of the following except: 8) _____
- A) it is an important source of employment
 - B) it provides governments with substantial tax revenues
 - C) it fosters intercultural awareness and friendships
 - D) it weakens the local infrastructure

Answer: D

- 9) Interdependency between various segments of the hospitality industry means: 9) _____
- A) tourism has little effect on other segments of the industry
 - B) each segment, to an extent, depends on another for business
 - C) employees may work for more than one business
 - D) all segments are very independent and do not rely on one another at all

Answer: B

- 10) Which of the following has had a significant impact on increased air travel? 10) _____
- A) Increase in flights
 - B) Larger airports
 - C) Shorter flights
 - D) Lower airfares

Answer: D

- 11) Over the past few years, many major U.S. airlines have lost billions of dollars in revenue, this can be attributed to all of the following except: 11) _____
- A) higher salaries
 - B) competition from low-cost airlines
 - C) additional fuel costs
 - D) lower benefit costs for employees

Answer: D

- 12) A major benefit of the hub and spoke system adopted by major U.S. airlines is: 12) _____
- A) airlines can service more cities at a lower cost
 - B) airlines can save marketing costs
 - C) airlines can expand employee hiring
 - D) airlines have more control over which passengers select their services

Answer: A

- 13) The development of the _____ in the 1830's made travel affordable and comfortable for the masses. 13) _____
- A) Airplane
 - B) Automobile
 - C) Cruise line
 - D) Railroad

Answer: D

- 14) Today, the National Railroad Passenger Corporation is known as: 14) _____
- A) the L
 - B) Metro
 - C) Amtrak
 - D) light rail

Answer: C

- 15) Eurail passes must be purchased: 15) _____
- A) in England
 - B) in Italy
 - C) outside Europe
 - D) in France

Answer: C

- 16) Maglevs are super fast trains that: 16) _____
A) are the most popular in the U.S.
B) are suspended in the air and propelled by magnetic force
C) are utilized by subway systems
D) use alternative fuels
Answer: B
- 17) Automobile travel is a way of life for many Americans who can drive _____ miles or more 17) _____
per year.
A) 25,000 B) 10,000 C) 20,000 D) 15,000
Answer: C
- 18) 75 % of car rental sales take place at: 18) _____
A) airports B) inner city locations
C) hotels D) suburban locations
Answer: A
- 19) Those who travel by bus may select this mode of transportation because: 19) _____
A) it provides an opportunity for eating at unique roadside diners
B) it is convenient and economical
C) it is ideal for long trips
D) it provides on the road entertainment opportunities
Answer: B
- 20) What association is the global organization that regulated almost all international airlines? 20) _____
A) United Nations Tourism Development Program
B) World Bank
C) International Air Transportation Association
D) World Tourism Organization
Answer: C
- 21) What organization lends substantial sums of money for tourism development in the form of 21) _____
low interest loans to developing countries?
A) International Air Transportation Association
B) International Civil Aviation Organization
C) World Trade Organization
D) World Bank
Answer: D
- 22) All of the following are part of the purpose of the Organization for Economic Cooperation and 22) _____
Development except:
A) Creating a global marketing campaign promoting ecotourism
B) Raising living standards
C) Contributing to economic expansion and world trade
D) Supporting sustainable economic growth
Answer: A

- 23) The Travel Industry of America is responsible for: 23) _____
A) the promotion and development of local convention and visitors bureaus
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 tourism in the United States
Answer: D
- 24) The primary function of a convention and visitors bureau is to: 24) _____
A) build new hotels in the local area B) attract conventions to the city
C) attract and retain visitors to the city D) provide accommodations to tourists
Answer: C
- 25) The multiplier effect occurs when: 25) _____
A) money is used to purchase items from outside the local area
B) new jobs are created to service the needs of international travelers
C) employment rates reach normal levels
D) money is recycled back into the community from the money tourists spend in the local economy
Answer: D
- 26) Tour Operators: 26) _____
A) promote tours and trips that they plan and organize
B) are a middle person acting as a travel counselor on behalf of airlines, cruise lines, and hotels
C) act on behalf of travel agents
D) bring together tourists and rental companies
Answer: A
- 27) Travel Agents: 27) _____
A) promote tours and trips that they plan and organize
B) serve as a middle person acting as a travel counselor on behalf of airlines, cruise lines, and hotels
C) act on behalf of tour operators
D) bring together tourists and rental companies
Answer: B
- 28) The American Society of Travel Agents is: 28) _____
A) a training organization for prospective travel agents
B) the world's largest travel trade association
C) an organization that creates vacation packages
D) a society that brings tourists and tour operators together
Answer: B
- 29) The largest travel corporation is: 29) _____
A) American Express Travel Services B) Aladdin Travel
C) Thomas Cook Travel Corporation D) Automobile Association of America
Answer: A

30) Globally, it is anticipated that the number of tourists arrivals will continue to grow by approximately _____ percent per year: 30) _____

A) 1 B) 2 C) 3 D) 4

Answer: D

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

Match the term with its definition

31) World Tourism Organization A) Convention and Visitors Bureaus 31) _____

Answer: I

32) Sustainable tourism	B) The dependency of each segment of the hospitality industry on another for business	32) _____
Answer: H		

33) Interdependency
Answer: B

34) Feeder Market	D) Enable passengers to travel from one smaller city to another city	34)
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35) Hub and Spoke System	E) Amtrak	35)
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Answer: D

F) Multiplier Effect

36) National Railroad Passenger Corporation
Answer: E

G) Germany
H) Ecotourism

36) _____

Answer: E

H) Ecotourism

37) First internal combustion engine was developed here
Answer: G

I) The leading international organization in the field of travel and tourism

37) _____

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

J) A market that provides a source of business

38) _____

Answer: A

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

40) Planners, organizers and promoters of tours and trips

Answer: C

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

41) During the age of the _____ Europeans toured Europe as part of their education. 41) _____
Answer: Grand Tour

- 42) _____ is a dynamic, evolving, consumer-driven force which is the world's largest industry. 42) _____
 Answer: Tourism
- 43) Tourism has become one of the world's most important sources of _____. 43) _____
 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. 44) _____
 Answer: United Nations World Tourism Organization (UNWTO)
- 45) Ecotourism is synonymous with _____. 45) _____
 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. 46) _____
 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. 47) _____
 Answer: strategic
- 48) The _____ and _____ system enables air passengers to travel from one smaller city to another. 48) _____
 Answer: hub; spoke
- 49) To prevent the collapse of the passenger rail industry in the U.S., Congress passed the _____ in 1970. 49) _____
 Answer: Rail Passenger Service Act
- 50) Tourists spend money in the economic areas they visit and this money is respent in the local economy. This is the _____ effect. 50) _____
 Answer: Multiplier
- 51) A _____ is a middleperson that sells travel services on behalf of airlines, cruise ships, rail, hotels, etc. 51) _____
 Answer: Travel Agent
- 52) The International Air Transportation Association (IATA) is the global organization that _____ almost all international airlines. 52) _____
 Answer: regulates
- 53) Most convention and visitors bureaus are funded by the _____ tax. 53) _____
 Answer: Transient occupancy

54) The main body for the promotion and development of tourism in the United States is _____ 54) _____
Answer: Travel Industry of America (TIA)

55) _____ promote tours and trips that they plan and organize. 55) _____
Answer: Tour operators

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

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 Companies (DMC's) — a service organization that offers a host of programs and services to meet client's needs.