Exam

Name_____

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

1) Which of the following statements describing tourism is incorrect?
   A) Tourism rebounds quickly from environmental impacts.
   B) Services and tourism go hand in hand.
   C) Tourism is not sensitive to economic ups and downs.
   D) Tourism fits into 16 types of travel-related and hospitality services.

1) _____

2) The U.S. Travel Association does NOT include which of the following in its definition of travel?
   A) trips that include an overnight stay
   B) one way (day trips)
   C) trips away from home to places 50 miles or more
   D) relocating to another country

2) _____

3) The three broad categories of reasons to travel include _____.
   A) business, visits to friend, and health tourism
   B) relocation, business, and vacation
   C) vacation, visits to friends, and business
   D) vacation, education, and business

3) _____

4) Airlines have formed _____ with other airlines (carriers) to provide seamless travel across states, countries, and continents.
   A) developmental delivery platforms   B) strategic alliances
   C) cooperatives   D) consortiums

4) _____

5) Travel as an industry probably began to develop during the _____.
   A) Middle Ages   B) Empire Era
   C) Renaissance Era   D) Grand Tour Era

5) _____

6) When was the euro currency introduced, signalling liberalization of travel among member nations of the European Union?
   A) 2001   B) 2000   C) 2002   D) 2004

6) _____

7) The increase in tourism industry activities with new roads, stagecoaches, passenger trains, and sailing ships marked which era?
   A) Renaissance Era   B) Modern Era
   C) Mobility Era   D) Grand Tour Era

7) _____

8) Which of the following is NOT among the three basic building blocks used to measure financial success?
   A) turnover   B) leverage
   C) return on investment (ROI)   D) margin

8) _____

9) Grand Tour participants usually found themselves visiting _____.
   A) England, Germany, and Russia   B) France, Italy, and Germany
   C) England, Switzerland, and Germany   D) Belgium, Switzerland, and England

9) _____

10) Mass tourism can be traced to the introduction of paid vacations by _____.   10) _____
    A) Dennis Tito   B) Thomas Cook
    C) Henry Ford   D) George Westinghouse

11) Factors that have discouraged travel do NOT include _____.   11) _____
    A) health scares   B) terrorism
    C) economic instability   D) widespread Internet access

12) _____ are symbols or icons often used on maps to indicate points of interest, services, and   12) _____
attractions.
    A) Legends   B) Scales   C) Locators   D) Indexes

13) Geography includes _____.   13) _____
    A) landforms, water, vegetation, and climate
    B) landforms, water, and climate
    C) landforms, vegetation, and climate
    D) landforms, water, vegetation, climate, and also people

14) The four Ps of the marketing mix include all of the following EXCEPT _____.   14) _____
    A) place   B) price   C) product   D) productivity

15) The study of management provides a unified approach to planning, organizing, directing, and   15) _____
_____ present and future actions for accomplishing organization goals.
    A) visualizing   B) staffing   C) controlling   D) capitalizing

16) Which of the following questions will help you identify ethical and unethical behavior?   16) _____
    A) Will I get caught?
    B) Will my actions increase profits?
    C) Will someone be hurt in this situation?
    D) Has someone else gotten away with the same action?

17) The Mobility Era began in the _____ century.   17) _____
    A) seventeenth   B) nineteenth   C) twentieth   D) eighteenth

18) An organization's _____ allows it to read its environment and move in the direction of   18) _____
profitable operations.
    A) marketing   B) financial information system
    C) management   D) operations

19) The first space tourist spent how much for their trip to the International Space Station?   19) _____
    A) $10 million for 5 days   B) $40 million of 12 days
    C) $20 million for 8 days   D) $30 million for 10 days

20) In the United States, a full-time employee has how much mandatory vacation time per year?   20) _____
    A) 14 days   B) 10 days   C) 5 days   D) 0 days

21) Which of the following is NOT on National Geographic's list of greatest destinations?   21) _____
    A) Great Barrier Reef   B) Antarctica
    C) Tuscany   D) Mesa Verde

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

22) Tourism activities have historically demonstrated a general upward trend in numbers of participants and revenues.

22) _____

23) Tourism has its own distinctive industry code.

23) _____

24) The focal point for all tourism activities should be tourists.

24) _____

25) Japan is now the Asian nation with the most outbound travelers.

25) _____

26) The largest group of travelers during the Empire Era was the Greeks.

26) _____

27) Thomas Cook can be credited with organizing the first tour package.

27) _____

28) Robinson projection is a projection that resembles a flattened orange peel, and creates the most accurate view of the Earth, with the least amount of distortion.

28) _____

29) The imaginary line that runs north and south through Greenwich, England, and connects the two poles is called the prime meridian.

29) _____

30) Henry Ford's mass production of the Model T brought freedom to travel for millions of people.

30) _____

31) Many segments of the tourism industry are adding convenience charges on to their service offerings to improve profitability.

31) _____

32) Regional geography provides the means to identify and describe natural features over the entire Earth, including landforms, water, vegetation, and climate.

32) _____

33) Human and cultural geography describe the same features.

33) _____

34) A knowledge of human geography sensitizes travelers and prevents them from committing social blunders.

34) _____

35) Meeting visitor needs relies on a complex set of tools and techniques that is referred to as the marketing mix.

35) _____

36) Profits are revenues in excess of expenses.

36) _____

37) It is possible to create a flat map of the Earth without distortion.

37) _____

38) Marketing is often called the "language of business."

38) _____

39) Leverage refers to using other people's money.

39) _____

40) Tourism will never lead to environmental degradation.

40) _____

41) The only way to decide how to act ethically in an organization is to follow a published code of ethics.

41) _____

42) The services industry is growing faster than the manufacturing industry.

42) _____

43) Most of the world (70%) is covered by water.

43) _____

44) Chinese is the most commonly spoken language in the industrialized world.

44) _____

1) C
2) D
3) C
4) B
5) B
6) C
7) C
8) C
9) B
10) D
11) D
12) A
13) D
14) D
15) C
16) C
17) B
18) B
19) C
20) D
21) A
22) TRUE
23) FALSE
24) TRUE
25) FALSE
26) TRUE
27) TRUE
28) FALSE
29) TRUE
30) TRUE
31) TRUE
32) FALSE
33) TRUE
34) TRUE
35) TRUE
36) TRUE
37) FALSE
38) FALSE
39) TRUE
40) FALSE
41) FALSE
42) TRUE
43) TRUE
44) FALSE