

FBQ 1: ----- development is concerned with developing product-line extension or new tourism products?

Answer: Product

FBQ 2: ----- chain is a useful method of analyzing the process of value creation in tourism industry?

Answer: Value

FBQ 3: -----can influence tourism development through fiscal and investment policies?

Answer: Government

FBQ 4: To providing -----, a government can require the industry to hire locals?

Answer: Subsidies

FBQ 5: Intermediaries in Tourism can also be referred as----- agents?

Answer: Travel

FBQ 6: ----- delivers both messages and services to the tourism market and this way links tourism supply and demand?

Answer: Distribution

FBQ 7: The ----- factors explains inherent risk in purchasing a product that is not possible to see in advance?

Answer: Intangibility

FBQ 8: An objective of vertical integration has long been to control -----?

Answer: Distribution

FBQ 9: Mergers and acquisitions have been greatly responsible for-----?

Answer: Internationalization

FBQ 10: Investment in skills development in tourism is frequently justified on the basis of structure of the -----?

Answer: Business

FBQ 11: Professionalism and skill; attitudes and behaviour; reliability and trustworthiness; recovery; and reputation and credibility explains service -----?

Answer: Quality

FBQ 12: ----- or ----- is described as the obvious manifestations of----- labour?

Answer: Aesthetic

FBQ 13: ----- and threats summarize the external environmental factors that a tourism organization faces?

Answer: Opportunities

FBQ 14: Interest rates affects the ----- of borrowing?

Answer: Costs

FBQ 15: _____ strategy explains offering of high-quality products at low prices?

Answer: Hybrid

FBQ 16: Rural tourism development and management seek to maintain and enhance the experience of _____?

Answer: Rurality

FBQ 17: _____ strategies explains tourism development in some areas that relieves pressure on sensitive or already degraded sites?

Answer: Spatial Planning

FBQ 18: _____ explained tourism as a product, high in human contact?

Answer: Variability

FBQ 19: _____ is the most populous techniques that can be used for investment appraisal?

Answer: Net Present Value

FBQ 20: _____ refers to the code by which human conduct is guided?

Answer: Ethics

FBQ 21: The marketing process can be considered as the analysis, planning, _____ and control of marketing?

Answer: Implementation

FBQ 22: _____ implementation is concerned with the putting into practice of an organization's strategy?

Answer: Strategic

FBQ 23: _____ measures the ratio of inputs to outputs?

Answer: Efficiency

FBQ 24: Strength and weaknesses analysis summarizes _____?

Answer: internal resources of an organization

FBQ 25: _____ analysis involves consideration of the major influences affecting the organization's ability to fulfil its mission in terms of resources and environment?

Answer: Strategic

FBQ 26: From tourism marketing perspective tourism site is _____?

Answer: Product

FBQ 27: _____ management is about anticipating potential problems in the interrelationships of different customer and employee groups, and instituting positive measures to avoid their occurrence?

Answer: Multicultural

FBQ28: The traditional practice of employees learning a majority of skills on the job is threatened by technological change.?

Answer: Changes

FBQ29: Initial definitions of development centred on ----- growth ?

Answer: Economy

FBQ30: ----- development defines meeting the needs of the present generation without compromising the needs of future generations?

Answer: Sustainable

FBQ 31: -----can influence tourism development by investing in general and tourism specific infrastructure?

Answer: Government

FBQ 32: ----- explains responsible environmental practices?

Answer: Sustainability

FBQ 33: The means where tourism marketers need to consider effective way of reaching the consumer is called ----- market place?

Answer: Global

FBQ34: The "Development first" approach, explains ----- categories of development?

Answer: Three

FBQ35: The September 11, 2001 terrorist attack takes place in -----?

Answer: America

MCQ1: ----- is the process of preparing a set of decisions for action in the future?

Answer: planning

MCQ2: ----- refers to the code by which human conduct is guided?

Answer: Ethics

MCQ3: The state therefore performs many functions as follows except?

Answer: As organizer and manager

MCQ4: Sustainability imperative should be manifested in the following except?

Answer: Access as an element of tourism

MCQ5: Initial definitions of development centred on -----?

Answer: Economy growth

MCQ6: ----- is used for the evaluation of human resources?

Answer: Appraisal

MCQ7: ----- is important to tourism organizations since it is here that changes in

laws, regulations and policy occur?

Answer: The political environment

MCQ8: The tourists of today are quality conscious, this suggests that the provision of products and services are essential?

Answer: Quality products

MCQ9: The following have all contributed to management distribution except?

Answer: White and acquisitions

MCQ10: The following are the functions of tour operators except?

Answer: Slave trade

MCQ11: The following are main diversification strategies except?

Answer: All round diversification

MCQ12: Government can stimulate tourism development in the following ways except?

Answer: Arresting investor

MCQ13: Tourism industry generates the following for the country except

Answer: Grand profit

MCQ14: ICT type used for disseminating of marketing information in the industry include the following except?

Answer: National distribution systems

MCQ15: A number of factors influences the choice of middlemen except?

Answer: Characteristics

MCQ16: Education and training for tourism has developed, historically, over a period in excess of 40 years?

Answer: 40

MCQ17: Broader measures of financial evaluation include the following except?

Answer: Appraisal

MCQ18: Ethical investment is defined as an investment philosophy that combines ethical or environmental goals with financial ones?

Answer: Ethical investment

MCQ19: Coordination is a political activity

Answer: Coordination

MCQ20: The economic environment affects tourism destinations and organizations both in terms of demand factors and costs?

Answer: The economic environment

MCQ21: The "Development first" approach, explains the following categories of development except?

Answer: Tourism Information System

MCQ22: The traditional focus of human capital development in tourism was on the development of _____Skills?

Answer: Technical skills

MCQ23: Information centres play the following important roles except?

Answer: Sites of deviant tourists

MCQ24: -----is the external linkages beyond the destination that affect potential development?

Answer: Globalisation

MCQ25: The acronym "FTO" means _____?

Answer: Federation of Tour Operators

MCQ26: The following are responsible for changes in the tourism distribution environment except?

Answer: The Business Manager

MCQ27: _____is described as the point of contact between the customer and employee of the company?

Answer: Moment of truth

MCQ28: Social and cultural sustainability indicators include the following except?

Answer: Local discouragement from patronising tourist attractions

MCQ29: The five forces proposed by porter include the following except?

Answer: The threats of friendship

MCQ30: _____. has a role to protect the wider public interest rather than to meeting the needs of narrow sectorial interests?

Answer: Government

MCQ31: Channel choices in the tourism industry are influenced by the following factors except?

Answer: The producer of the product

MCQ32: _____.is anyone involved in making distribution channel decisions?

Answer: Channel manager

MCQ33: Channel management issues include the following except?

Answer: Management of multiple powers

MCQ34: The following are responsible for changes in the tourism distribution environment except?

Answer: The Business Manager

MCQ35: Marketing and booking systems also known as _____?

Answer: Listings