Test Bank for Marketing for Tourism Hospitality & Events 2nd Hudson

Access Complete Test Bank for Marketing for Tourism Hospitality & Events 2nd Hudson

Marketing for Tourism Hospitality & Events (2nd)

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Total Questions: 20

Multiple Choice (20)

Q1. *[Multiple Choice]*

Which of the following is NOT a branch in Sadhguru's portfolio of product offerings?

a) Isha Walks
b) Isha Craft
c) Isha Airlines ✓ correct
d) Isha Life

Q2. *[Multiple Choice]*

Sadhguru is spreading his tentacles overseas, recently establishing the Isha Institute of Inner Sciences where in the US?

a) Tennessee ✓ correct
b) South Carolina
c) Idaho
d) Georgia

Q3. *[Multiple Choice]*

Which of the following is NOT a benefit of economic globalization?

a) Economic rewards
b) Opportunities for host communities to benefit from foreign exchange
c) Enhanced livelihoods of destination communities
d) Increased power in the hands of a small number of travel organizations ✓ correct

Q4. *[Multiple Choice]*

For inbound tourism expenditures, which country is far ahead of all the others?

a) France
b) UK
c) US ✓ correct
d) China

Q5. *[Multiple Choice]*

In 2022, how many tourists travelled internationally?

a) 500 million
b) 1.3 billion
c) 750 million
d) 900 million ✓ correct

Q6. *[Multiple Choice]*

Which of the following is NOT an uncontrollable element for international marketers?

a) Research decisions ✓ correct
b) Political instability
c) Economic climate
d) Cultural problems

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Q7. *[Multiple Choice]*

Which of the following is NOT a controllable element for international marketers?

a) Distribution
b) Price
c) Promotion
d) Level of technology ✓ correct

Q8. *[Multiple Choice]*

In the 2000s, which country was accused of ethnocentrism, the notion that one's own culture or company knows best how to do things.

a) Russia
b) America ✓ correct
c) UK
d) Canada

Q9. *[Multiple Choice]*

Knowledge of the customer, and all that it implies for management decisions, is generally referred to as:

a) Consumer or marketing orientation ✓ correct
b) International marketing
c) Tourism and hospitality marketing
d) Customer service

Q10. *[Multiple Choice]*

The text suggests that airlines from which part of the world are shaking up the North American market by offering high quality service at lower prices?

a) Australia
b) Far East
c) Persian Gulf ✓ correct
d) All of these

Q11. *[Multiple Choice]*

Royal Caribbean's Symphony of the Seas was the world's largest cruise ship in 2018. How many passengers and crew could it carry?

a) 3,780
b) 9,000 ✓ correct
c) 9,780
d) 7,800

Q12. *[Multiple Choice]*

Which was the world's most valuable hotel brand in 2021?

a) Hilton ✓ correct
b) Marriott International
c) Starwood Hotels
d) Four Seasons

Q13. *[Multiple Choice]*

Why are events so important for tourism destinations?

a) Events are a great anchor for attracting tourism
b) Events can help in improving a place's image
c) Events are an occasion to celebrate local culture and interact within the community
d) All of these ✓ correct

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Q14. *[Multiple Choice]*

The case study on the Bonnaroo Music & Arts Festival, suggests that the festival employs the following digital marketing techniques:

a) Establishing relationships with bloggers to stimulate excitement for the concerts
b) Leveraging social media sites such as Facebook and Twitter to achieve maximum exposure
c) Exploring mobile technology
d) All of these ✓ correct

Q15. *[Multiple Choice]*

In 2012, Bonnaroo announced its musical lineup on:

a) Spotify ✓ correct
b) Facebook
c) Twitter
d) Its website

Q16. *[Multiple Choice]*

Which of the following is NOT part of the micro-environment?

a) The organization itself
b) Marketing channel firms
c) Customer markets
d) Competition ✓ correct

Q17. *[Multiple Choice]*

Which of the following is NOT a major force in a company's macroenvironment?

a) Demographic forces
b) Geological forces ✓ correct
c) Economic forces
d) Technological forces

Q18. *[Multiple Choice]*

Due to the COVID-19 pandemic tourism suffered its worst year on record in 2020, with international arrivals dropping by what per cent?

a) 100
b) 200
c) 37
d) 73 ✓ correct

Q19. *[Multiple Choice]*

Myanmar DOESN'T share a border with which of the following countries?

a) India
b) Indonesia ✓ correct
c) Thailand
d) China

Q20. *[Multiple Choice]*

What are Myanmar's major tourism attractions?

a) Beaches
b) Markets
c) Theme parks
d) Culture and heritage ✓ correct

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Teaching guide

Chapter 1: Today's marketing environment

Learning objectives

On completion of this chapter, readers should understand:

- the contribution of tourism to the world's economy
- the meaning of tourism and hospitality marketing
- who the key players are in the global tourism industry
- how various micro- and macroenvironmental forces shape the tourism industry worldwide

Key terms

Cultural environment
Demographics
Economic forces
Ethnocentrism
International marketing
Macroenvironment
Marketing
Microenvironment
Self-reference criteria (SRC)
Tourism
Tourism market
Visitor

Chapter summary

Tourism is a powerful economic force, providing employment, foreign exchange, income and tax revenue for countries all over the world. The key players in the industry are private and

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nonprofit sector services, public sector services, suppliers (transportation, accommodations, food and beverage services, attractions, and events and conferences), intermediaries and the customers (tourists/travelers) themselves. The marketing environment is made up of a microenvironment and a macroenvironment. The microenvironment consists of forces close to the organization that can affect its ability to serve its customers: the organization itself, marketing channel firms, customer markets and a broad range of stakeholders or publics. The macroenvironment forces are competitive, demographic, economic, environmental and natural, technological, political, cultural and social, and legal. Marketing is a subject of vital concern in tourism because it is the principal management influence that can be brought to bear on the size and behaviour of this major global market.

Lessons From a Marketing Guru: The Business of Spiritual Tourism
Digital Spotlight: Digital Marketing at the Bonnaroo Music Festival
Marketing in Action: The Impact of Politics on Tourism – The Case of Myanmar

Video links

Isha Yoga Center	https://www.youtube.com/watch?v=N6oGm_A7sxQ
RFID social media integrations at Bonnaroo	https://www.youtube.com/watch?v=tY_jQ1yyK7g
Inside the Land of Shadows	https://www.youtube.com/watch?v=Xdjs6YzLslQ

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