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Multiple Choice Questions

1. Thomas Cook is famous for:
 - a. Having achieved the first solo transatlantic flight
 - b. Having organized the first package tour
 - c. Having organized the first luxury cruise
 - d. Having founded the Holiday Inn hotel chain

2. Which of the following travellers are **tourists**, according to the definition by the UN World Tourism Organization (UNWTO)?
 - a. French tourism students on a 2-week field course to Turkey
 - b. Same-day travellers
 - c. Commuters
 - d. Airline crew members

3. According to Leiper (1979), the *Transit Route Region* is:
 - a. The region where tourists spend most of their holiday time
 - b. The region that generates most of foreign exchange earnings
 - c. The region that lies between the traveller-generating region and the tourist destination region
 - d. The most important region for tourism development

4. Which of the following is a characteristic of the tourism product?
 - a. Intangibility
 - b. Perishability
 - c. Heterogeneity
 - d. All of the above

5. The 'hybrid' form of tourism, **National Tourism**, is described as:
 - a. All inbound and outbound tourism travel that involves visitors crossing a border
 - b. All tourism travel within one country
 - c. All incoming tourism travel by visitors from outside the country
 - d. All tourism travel by residents of a country, whether within their own country or to another country

