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