

Multiple Choice Questions

1. The '5 As' (attractions, activities, accessibility, amenities, accommodation) describe:
 - a. A tourism organization
 - b. A destination
 - c. A stakeholder
 - d. A tourist information network

2. Exploration, involvement, development, consolidation and stagnation are stages of:
 - a. Doxey's Irridex (1975)
 - b. Bryan's Leisure Experience Continuum (1977)
 - c. Butler's Tourist Area Lifecycle (1980)
 - d. Plog's (1991) Psychographic Continuum

3. The acronym DMO stands for:
 - a. Destination Management Organization
 - b. Development Management Organization
 - c. Dual Marketing Organization
 - d. Destination Management Operation

4. The acronym VICE stands for:
 - a. Visitors, Industry, Communities, Environment
 - b. Visitors, Involvement, Capabilities, Expansion
 - c. Visitors, Involvement, Capabilities, Environment
 - d. Visitors, Industry, Communities, Expansion

5. Maps, tour guides, plaques, signs and videos are examples of tools of:
 - a. Tourist direction
 - b. Ecolabelling
 - c. Revenue generation
 - d. Tourist interpretation and education

