1. Plog's (1991) tourist typology includes:
    a. Psychocentric, midcentric, allocentric
    b. Psychocentric, psychographic, allocentric
    c. Near-allocentric, mid-centric, psychedelic
    d. Allocentric, psychocentric, psychedelic

2. The stages of life (e.g. childhood, married couple, empty nest) are:
    a. Motivators
    b. Terminators
    c. Determinants
    d. None of the above

3. Motivators:
    a. Convert determinants into effective demand
    b. Convert effective demand into determinants
    c. Disable travel decisions
    d. Are represented by allocentrics only

4. Which of the following is a *pull* factor (after Dann, 1981)?
    a. Long working hours
    b. Seeking rest and relaxation
    c. Sun and beaches
    d. Boredom

5. Which of the following formulae is used to calculate the *Gross Travel Propensity* (GTP)?
    a.
    $$\frac{\text{number of population taking at least one trip} * 100}{\text{total population}}$$

    b.
    $$\frac{\text{number of population taking at least one trip} * 100}{\text{total population} * 365}$$

    c.
    $$\frac{\text{number of total trips} * 100}{\text{total population}}$$

    d.
    $$\frac{\text{number of total trips} * 100}{\text{total population} * 365}$$

6. Questionnaires, databases and governmental statistics are examples of:
    a. Sources for market research
    b. Advertising tools
    c. Staff motivators
    d. Strategic plans

7. Focusing on a niche market is a strategy option of:
    a. Ansoff's Matrix
    b. Medcof's Four Cs
    c. Porter's Generic Strategies
    d. None of the above

8. Market segmentation is:
    a. Cutting the market in exactly two equal parts
    b. The process of identifying parts of the market
    c. Treating the entire market as one segment
    d. Dividing the market in to as many small sub-markets as possible

9. A positioning map helps a marketer to answer which of the following questions?
    a. What is our current position?
    b. Which position do we want to be in?
    c. Who is our competition for this position?
    d. All of the above

10. Butler's (1980) Tourist Area Life Cycle (TALC) model is based on:
    a. The Product Life Cycle model
    b. The Package Tour Life Cycle model
    c. The Psychology Life Cycle model
    d. The Post-War Life Cycle model