

1. Plog's (1991) tourist typology includes:
  - a. **Psychocentric, midcentric, allocentric**
2. The stages of life (e.g. childhood, married couple, empty nest) are:
  - c. **Determinants**
3. Motivators:
  - a. **Convert determinants into effective demand**
4. Which of the following is a *pull* factor (after Dann, 1981)?
  - c. **Sun and beaches**
5. Which of the following formulae is used to calculate the *Gross Travel Propensity* (GTP)?
  - c.

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

6. Questionnaires, databases and governmental statistics are examples of:
  - a. **Sources for market research**
7. Focusing on a niche market is a strategy option of:
  - c. **Porter's Generic Strategies**
8. Market segmentation is:
  - b. **The process of identifying parts of the market**
9. A positioning map helps a marketer to answer which of the following questions?
  - d. **All of the above**
10. Butler's (1980) Tourist Area Life Cycle (TALC) model is based on:
  - a. **The Product Life Cycle model**

