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. \( \frac{\text{number of total trips} \times 100}{\text{total population}} \)

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