



5. The concept of Grand tour originated in –
  - a) USA
  - b) India
  - c) Europe
  - d) Asia
6. PATA headquarter is located in –
  - a) Hawaii
  - b) Singapore
  - c) Bangkok
  - d) Tokyo
7. The concept of Tourist Area Life Cycle (TALC) was proposed by
  - a) R.W Butler
  - b) S. Plog
  - c) E. Cohen
  - d). Stanfield
8. ITDC came into existence in –
  - a) 1966
  - b) 1998
  - c) 1990
  - d) 1975
9. Avis & Hertz is U.S based –
  - (a) Car Rental company
  - (b) Bus Company
  - (c) Hovercraft
  - (d) Can't say
10. The refereed journal process of 'double-blind peer review' means that
  - a) the author knows the identity of the reviewers, but the reviewers do not know the identity of the author.
  - b) the author and reviewers know each other's identity.
  - c) the reviewers know the identity of the author, but the author does not know the identity of the reviewers.
  - d) the author and the reviewers do not know each other's identity.
11. The synthesis of perspectives from various disciplines into a distinctive new 'tourism perspective' is known as the
  - a) interdisciplinary approach.
  - b) multidisciplinary approach.
  - c) disciplinary approach.
  - d) methodological approach.
12. The 'basic whole tourism system' is associated with
  - a) Jafari.
  - b) Weaver & Lawton.
  - c) Butler.
  - d) Leiper.
13. The urban-rural fringe (or 'exurbs') is noted from a tourism perspective for the presence of
  - a) iconic tourist attractions.
  - b) transit hubs.
  - c) the sunbelt.
  - d) tourist shopping villages.
14. 'Stayovers' and 'excursionists' are categories most relevant to
  - a) the 'travel purpose' component of the tourist definition.
  - b) tourist-generating regions.
  - c) the 'spatial component' of the tourist definition.

- d) the 'temporal component' of the tourist definition.
15. A country in Phase 3 of Burton's 'tourism participation sequence' is associated with
- a) mass participation in both domestic and international tourism.
  - b) a large economic gap between the poor masses and small elite.
  - c) limited participation of the masses in domestic tourism.
  - d) the elite tending toward long-haul international travel.
16. The idea of taking a vacation so that one can be a more efficient worker is known as
- a) the 'work in order to play' philosophy.
  - b) the 'earned time' effect.
  - c) stage 1 of the 'tourism participation sequence'.
  - d) the 'play in order to work' philosophy.
17. In aviation history, 1976 is important because of the
- a) appearance of the first passenger jet aeroplane.
  - b) emergence of the first charter flights.
  - c) introduction of the first jumbo jet.
  - d) introduction of the supersonic Concorde.
18. The system that allows workers to distribute their working hours in a way that better suits their individual lifestyles is known as
- a) flexitime.
  - b) the demographic transition model.
  - c) earned time.
  - d) Phase 4 of the 'tourism participation sequence'.
19. The economically and geographically marginal areas of the world where hedonistic tourism is becoming or has become dominant is called the
- a) sunbelt.
  - b) pleasure periphery.
  - c) MDC/LDC interface.
  - d) pleasure perimeter.
20. A 'basic whole tourism system' includes
- a) at least two transit route regions.
  - b) no more than one tourist.
  - c) at least one tourist-generating region, but multiple destinations.
  - d) at least one tourist-generating region and one tourist destination.
21. Which one of the following is a former 'rogue state' that is now opening itself up to become an important tourist destination?
- a) Zimbabwe
  - b) Libya
  - c) Iran
  - d) North Korea
22. As a type of attraction, waterfalls are an example of a

- a) natural site.
  - b) natural event.
  - c) cultural site.
  - d) cultural event.
23. The removal of traditional travel agents from the product-to-consumer chain is known as
- a) cybermediation.
  - b) Expediation.
  - c) disintermediation.
  - d) decontextualisation.
24. The movement of the tourism industry toward a single world capitalist system is known as
- a) disintermediation.
  - b) the third freedom of the air.
  - c) globalisation.
  - d) vertical integration.
25. Most of the largest accommodation chains have their headquarters in
- a) UK.
  - b) USA.
  - c) France.
  - d) Germany.
26. The conversion of industrial canals and railways to recreational facilities is an example of
- a) horizontal integration.
  - b) functional adaptation.
  - c) commodification.
  - d) infrastructural accessibility.
27. Which one of the following is not an example of 'dark tourism'?
- a) battlefields
  - b) observatories
  - c) assassination sites
  - d) cemeteries
28. 'Hydropolis' is
- a) a new form of rapid underwater transportation.
  - b) the world's first underwater theme park.
  - c) a major attraction on the casino strip of Las Vegas.
  - d) the world's first underwater hotel.
29. 'Allocentric' tourists are also known as
- a) dependables.
  - b) centrics.
  - c) venturers.
  - d) loyalists.

30. A tourist who visits a destination once and loves it, but cannot afford to visit that destination again, displays
- low loyalty.
  - spurious loyalty.
  - latent loyalty.
  - high loyalty.
31. Stanley Plog is best known for introducing the
- concept of market segmentation.
  - family life cycle model.
  - psychographic typology.
  - idea of multilevel segmentation.
32. If a market segment is sufficiently distinct from other market segments, it has the quality of
- homogeneity.
  - actionability.
  - measurability.
  - relevance.
33. GIS is a technology that is especially relevant to
- behavioural segmentation.
  - psychographic segmentation.
  - attitudinal segmentation.
  - geographic segmentation.
34. Which one of the following is not a type of behavioural segmentation?
- motivation
  - destination coverage
  - activities
  - travel occasion
35. The 'pink dollar' refers in the textbook to
- the purchasing power of females.
  - the purchasing power of gay and lesbian consumers.
  - tourism revenues earned in formerly communist countries such as Russia.
  - money spent on raising children rather than going on tourism trips.
36. The fact that tourism services cannot be produced and stored for future consumption indicates the quality of
- variability.
  - intangibility.
  - perishability.
  - inseparability.
37. Directing an advertisement toward a specific tourist market segment indicates
- a supply reduction strategy.
  - a database marketing approach.

- c) a 'rifle' marketing approach.
  - d) a 'shotgun' marketing approach.
38. The tourism 'multiplier effect' is composed of
- a) direct + indirect impacts.
  - b) (indirect + induced impacts) – (imports + savings).
  - c) indirect + induced impacts.
  - d) direct + indirect + induced impacts.
39. The highest expenditure category among international visitors to Australia is
- a) shopping.
  - b) domestic airfares.
  - c) food, drink, and accommodation.
  - d) entertainment.
40. What type of tourist is associated with the first stage of Doxey's Irridex?
- a) midcentric
  - b) allocentric
  - c) psychocentric
  - d) near-psychocentric
41. When local people are upset by both the concentration and dispersal of tourists, this is known as the
- a) Irridex effect.
  - b) demonstration effect.
  - c) post-commodification stage.
  - d) paradox of resentment.
42. An area where local residents can 'escape' from high levels of tourism activity is known as
- a) a frontstage.
  - b) an enclave resort.
  - c) a backstage.
  - d) a commodification zone.
43. The tendency of some locals to imitate visiting tourists is known as
- a) servility theory.
  - b) the demonstration effect.
  - c) commodification.
  - d) the frontstage effect.
44. The spread of tourism development from larger to smaller cities is an example of
- a) contagious diffusion.
  - b) differential diffusion.
  - c) frontstage-to-backstage transition.
  - d) hierarchical diffusion.
45. The removal of 'real life' distortions from a tourism model creates
- a) an 'ideal type'.

- b) a 'prototype'.
  - c) a 'stereotype'.
  - d) a destination lifecycle sequence.
46. Which one of the following destination lifecycle sequences is chronologically incorrect?
- a) exploration – development - involvement
  - b) development – consolidation - stagnation
  - c) involvement – development - consolidation
  - d) exploration – involvement - development
47. Butler's destination lifecycle model is best described as
- a) a S-curve.
  - b) a matrix.
  - c) a bell curve.
  - d) a J-curve.
48. 'Alternative tourism' is most closely associated with
- a) the cautionary platform.
  - b) the knowledge-based platform.
  - c) the adaptancy platform.
  - d) the advocacy platform.
49. The repeated sampling of a group of tourism experts indicates
- a) a focus group approach.
  - b) cross-sectional surveying.
  - c) the Delphi technique.
  - d) basic research.
50. The formulation of theory through repeated observation and analysis of data indicates
- a) triangulation.
  - b) induction.
  - c) deduction.
  - d) applied research.
51. The opposite of 'basic research' is
- a) pure research.
  - b) longitudinal research.
  - c) secondary research.
  - d) applied research.
52. Visa on Arrival" (VoA) Scheme by government of India was launched in
- a) January 2010
  - b) February 2010
  - c) January 2009
  - d) February 2009
53. Which author has not been involved in the development of typologies of tourism?
- a) Brian Archer.

- b) Stanley Plog.
  - c) Erik Cohen.
  - d) Valene Smith.
54. In Valene Smith's typology of tourists, which tourists adapt fully to the local norm?
- a) The Charter tourist.
  - b) Unusual.
  - c) The explorer.
  - d) Off-beat.
55. What is meant by the demonstration effect?
- a) When the hosts put on a staged event.
  - b) When tourists are instructed what to do and what not to do in order to minimize cultural impacts.
  - c) The way that tourists may influence guests by the way they behave and the clothes they wear.
  - d) When tourists are taken on a tour of a destination by a qualified guide.
56. 'Biryani' is a popular dish of
- a) Hyderabad
  - b) Kolkatta
  - c) Mumbai
  - d) Chennai
57. What is a 'Vineyard'?
- a) Grape Farms
  - b) Wine Factory
  - c) Apple Orchard
  - d) Wine store house
58. Which kind of tourism is a synonym with MICE tourism?
- a) Rural tourism
  - b) Medical tourism
  - c) Farm tourism
  - d) Business tourism
59. The hotels on wheels are called as
- a) Boatels
  - b) Rotels
  - c) Ecotels
  - d) Capsule hotels
60. Kaziranga National Park is located in which state
- a) Andhra Pradesh
  - b) Tamil Nadu
  - c) Assam
  - d) Kerala
61. Nukrek biosphere reserve is in which state?
- a) Meghalaya
  - b) Sikkim

- c) Arunachal Pradesh
  - d) Andhra Pradesh
62. The headquarter of ICAO is located at.....
- a) Geneva
  - b) Montreal
  - c) Brussels
  - d) San Francisco
63. YQ in airline ticketing is related with .....
- a) Surcharge
  - b) Airport tax
  - c) Insurance
  - d) Passenger service fare
64. IXC is the air port code of .....
- a) Chandigarh
  - b) Imphal
  - c) Chennai
  - d) Itanagar
65. Gومتेश्वरा statue is in .....
- a) Tamil Nadu
  - b) Andhra Pradesh
  - c) Maharashtra
  - d) Karnataka
66. Dashavatara temple is situated at.....
- a) Nartamali
  - b) Deobagh
  - c) Deogarah
  - d) Devnagar
67. The first organised tour was started by Thomas Cook in the year.....
- a) 1842
  - b) 1843
  - c) 1844
  - d) 1845
68. The Dudhari temple and Kanali temple are located at
- a) Ranchi
  - b) Raipur
  - c) Thanjavar
  - d) Bhopal
69. The Napier museum is located at
- a) Thiruvananthapuram
  - b) Kochi
  - c) Allepey

- d) Ponmudy
70. Ghumura Folk Dance is prevalent in .....
- a) Uttar Pradesh
  - b) Andhra Pradesh
  - c) Orissa
  - d) Madhya Pradesh
71. Which of the following places is famous for Chikankari work, which is a traditional art of embroidery?
- a) Lucknow
  - b) Hyderabad
  - c) Jaipur
  - d) Mysore
72. Which one of the following regional pairings is under-represented as a tourist destination relative to their cumulative resident population?
- a) Europe and Africa
  - b) Africa and the Americas
  - c) Asia/Pacific and Africa
  - d) Asia/Pacific and Europe
73. Incredible India campaign was launched in the year.....
- a) 2001
  - b) 2002
  - c) 2003
  - d) 2004
74. In which year FHRAI was established?
- a) 1952
  - b) 1953
  - c) 1954
  - d) 1955
75. Which is the most visited country in the world?
- a) France
  - b) Germany
  - c) USA
  - d) China
76. Grey panther tourists are:
- a) Tourists over fifty years of age.
  - b) Families traveling with children.
  - c) Wildlife tourists.
  - d) Backpackers.
77. Sampling one destination location over multiple periods of time indicates
- a) longitudinal surveying.

- b) latitudinal surveying.
  - c) cross-sectional surveying.
  - d) quantitative surveying.
78. The use of the fixed charges sources of funds such as debt and preference capital along with the owners equity in the capital structure is described as
- a) Shareholders return and risk
  - b) Financial leverage
  - c) Trading on equity
  - d) All of these
79. Which of the following is not a control technique?
- a) Zero based budgeting
  - b) Breakeven analysis
  - c) PERT
  - d) JIT
80. If group of data has only one mode and its value is less than that of the mean , than it can be concluded that the graph of the distribution is
- a) Symmetrical
  - b) Skewed to the left
  - c) Skewed to the right
  - d) Platykurtic
81. What is ‘endemic tourism’?
- a) Wildlife tourism.
  - b) Trekking tourism.
  - c) Recognition moves the unique character of destinations.
  - d) Medical tourism.
82. How is a brand name different from the brand mark
- a) The brand name has a legal protection but a mark does not
  - b) A brand name can be uttered but a brand mark cannot be
  - c) A brand name is visible but a brand mark is not
  - d) A brand name is recognized by the target customer but a brand mark is not
83. An airline is buying a cruise line. What is the type of expansion of this product line?
- a) Vertical
  - b) Horizontal
  - c) Both A and B
  - d) None of A or C
84. What is a cognitive dissonance?
- a) It is a tendency of a buyer to purchase the cheapest brand available in the market
  - b) It is the frustration about the product/service that develops in the mind of the buyer after he has purchased it.

- c) It is the pre purchase research activity carried out by a prospective
- d) It is the set of the bargaining tools that a buyer uses to get the best deal from the seller

85. When was IUOTO formed?

- a) 1949
- b) 1947
- c) 1953
- d) 1975

86. The first organised tour was started by Thomas Cook in the year.....

- a) 1842
- b) 1843
- c) 1844
- d) 1845

87. The costliest class in the international flight is

- a) Y
- b) F
- c) C
- d) J

88. The economically and geographically marginal areas of the world where hedonistic tourism is becoming or has become dominant is called the

- a) sunbelt.
- b) pleasure periphery.
- c) MDC/LDC interface.
- d) pleasure perimeter.

89. According to UNWTO forecast, International tourist arrivals by year 2030 will be

- a) 1.6 billion
- b) 1.8 billion
- c) 2 billion
- d) 2.5 billion

90. A value against which the performance of a tourism sustainability indicator can be assessed is known as

- a) a threshold.
- b) a benchmark.
- c) a variant.
- d) a paradigmatic indicator.