

SUBIECTE The Economics of Tourism and Services

1.	In the first phase in the development of the service sector employment: a) the service sector runs parallel to industry; b) “the fifty-fifty economy” division is the main characteristic; c) outsourcing in regards to consumer good is widely used; d) none of the above.	A
2.	Being immaterial goods means that the majority of services can be characterized as: a) non-storable; b) transportable; c) public goods; d) merit goods.	A
3.	A low rate of growth of “productivity” (output quantity per unit of labour unit) is true for: a) merit goods; b) storable goods; c) a major subgroup of personal services; d) small subgroup of non-merit goods.	C
4.	Which of the following are similar to typical services, in terms of “unit value” /cost per km? a) low value goods with low transport cost; b) high value goods with no transport cost; c) low value goods with high transport cost; d) all goods that require transportation.	C
5.	In service production it is common that the average rate of capacity utilization is: a) over one-half; b) below one-half; c) three quarters; d) more than three quarters.	B
6.	The relocation of people from rural to urban living: a) has positively influenced the growth of service sector; b) has negatively influenced the growth of service sector; c) has had no influence on the growth of service sector; d) did not happen in the stages of service sector development.	A
7.	Vital tourism demand data include: a) how many visitors arrived; b) how much money was spent; c) how many tourism units exist at destination; d) a+b.	D
8.	Which of the following statements about cultural distance is true? a) the greater the cultural distance, the lower will be the resistance; b) it represents the degree of similarity between the cultures of different tourism destinations; c) the greater the cultural distance, the lower will be economic distance; d) none of the above.	D
9.	The difference between tourists and excursionists relates to: a) the amount of money they spend at destination; b) the amount of time they spend at destination; c) the means of transportation they use; d) the two concepts are identical.	B
10.	Computer simulations and the Delphi method: a) represent tourism demand forecast tools;	C

	<ul style="list-style-type: none"> b) require the knowledge of specialists; c) a+b. d) none of the above. 	
11.	<p>Natural resources and environment:</p> <ul style="list-style-type: none"> a) represent a supply component; b) include landforms, climate, bodies of water; c) are available for the use and enjoyment of tourists; d) all of the above. 	D
12.	<p>The tourism operating sectors comprise:</p> <ul style="list-style-type: none"> a) transportation and culture; b) hotels and restaurants; c) accommodation and the hosts' friendliness. d) none of the above. 	B
13.	<p>Which of the following statements about tourism infrastructure is NOT TRUE:</p> <ul style="list-style-type: none"> a) It represents the ground and service installations; b) The pipe diameters should only focus on present use degree; c) Electrical installations and water supply systems have to be planned for future expansion; d) all of the above are false. 	B
14.	<p>Tourism time-sharing:</p> <ul style="list-style-type: none"> a) is a technique for multiple ownership of recreational properties; b) is applied to hotels, yachts, town houses; c) is applied to new constructions as well as to older ones; d) a+b+c. 	D
15.	<p>Cruise ships, ferryboats and chartered boats are NOT part of the:</p> <ul style="list-style-type: none"> a) water transportation system; b) tourism operating sectors; c) entertainment sector; d) tourism transportation sector. 	C
16.	<p>In the second phase in the development of the service sector employment:</p> <ul style="list-style-type: none"> a) the service runs parallel to industry; b) employment in services accelerates; c) outsourcing is widely used; d) all of the above. 	B
17.	<p>"Being immaterial goods" means that the majority of services can be characterized as:</p> <ul style="list-style-type: none"> a) non-storable and transportable; b) storable and non-transportable; c) public non transportable goods; d) non-storable and non-transportable. 	D
18.	<p>A low rate of growth of "productivity" (output quantity per unit of labor unit) is true for:</p> <ul style="list-style-type: none"> a) a small subgroup of interactional services; b) storable services; c) a major subgroup of non-merit goods; d) a major subgroup of personal services. 	D
19.	<p>Given the separating distance, which of the following sentences is true?</p> <ul style="list-style-type: none"> a) Material services have a low cost of distribution; b) Distribution costs are much higher for services than for transportable material goods; c) a+b; d) none of the above. 	B
20.	<p>Given the rule regarding service production, a reasonable average occupancy rate in urban bus transport is:</p>	B

	<ul style="list-style-type: none"> a) over one-half; b) below one-half; c) it does not matter; d) none of the above. 	
21.	<p>In terms of the spatial aspect, which of the following has been a main driving force for the service sector growth?</p> <ul style="list-style-type: none"> a) decreasing demand from rural areas; b) growth of public sector; c) the density of supply; d) none of the above. 	D
22.	<p>The number of visitors to a given area and the means of transportation they used represent important data characterizing:</p> <ul style="list-style-type: none"> a) tourism supply; b) tourism demand; c) the tourism services strategy; d) all of the above. 	B
23.	<p>In terms of cultural distance, which sentence is true?</p> <ul style="list-style-type: none"> a) the greater the cultural distance, the greater will be the resistance; b) the lower the cultural distance, the greater will be the resistance; c) the greater the cultural distance, the lower will be the resistance; d) average-centric tourists are more influenced by the cultural distance. 	A
24.	<p>Visitor-days and visitor-nights:</p> <ul style="list-style-type: none"> a) are measures of demand; b) are the same as the number of visitors; c) have a greater impact on tourism supply; d) b+c. 	A
25.	<p>The simple regression: linear least squares method is used to:</p> <ul style="list-style-type: none"> a) forecast tourism demand; b) explain the Delphi method; c) analyze and explain tourism supply; d) none of the above. 	A
26.	<p>The tourism built environment:</p> <ul style="list-style-type: none"> a) includes the infrastructure and tourism superstructure; b) represents a supply component; c) a+b. d) none of the above. 	C
27.	<p>The tourism operating sectors comprise:</p> <ul style="list-style-type: none"> a) airlines, hotels and bars; b) cruise lines and restaurants; c) automobiles and motels; d) all of the above. 	D
28.	<p>The tourism superstructure primarily includes:</p> <ul style="list-style-type: none"> a) accommodation units, e.g. hotels; b) the city water supply; c) the tourism agencies; d) the waste disposal installations. 	A
29.	<p>The hotels, as part of accommodation:</p> <ul style="list-style-type: none"> a) must be available in sufficient quantity to match demand; b) should be more important than transport; c) should provide price ranges and locations; 	D

	d) a+c.	
30.	Museums, art galleries, festivals, exhibits are examples of: a) tourism entertainment; b) residents' entertainment; c) components of tourism demand; d) component of tourism superstructure.	A
31.	The third phase in the development of the service sector employment: a) is characterized by an employment acceleration; b) uses a lot of outsourcing in regards to consumer goods; c) is still ongoing; d) all of the above.	C
32.	Being immaterial goods means that the majority of services can be characterized as: a) storable; b) non-transportable; c) non-storable and transportable; d) none of the above.	B
33.	Which of the following sentences is true? a) all so-called merit goods as well as public goods are services; b) all services are public goods; c) services can be only public; d) all so-called merit goods are public goods.	A
34.	Given the separating distance, which of the following sentences is true? a) material services have a low cost of distribution; b) material goods have a low cost of distribution; c) distribution costs are much higher for services than for transportable material goods; d) none of the above.	C
35.	Given the rule regarding service production, a reasonable average occupancy rate in airline transport is: a) one third; b) one quarter; c) it does not matter; d) none of the above.	D
36.	In terms of the spatial aspect, which of the following has been a main driving force for the service sector growth? a) urbanization; b) growth of public sector; c) the density of supply; d) decreasing demand from rural areas.	A
37.	The demand for travel is a function of: a) propensity and willingness to travel; b) resistance and tourism strategies; c) propensity and resistance to travel; d) tourism budget and marketing strategies.	C
38.	The economic distance: a) relates to the cost and time involved in traveling from the origin to the destination and back; b) relates solely to the time involved in traveling from the origin to the destination and back; c) is less important than the cultural distance; d) is a factor of tourism strategic planning.	A
39.	The number of visitors multiplied by their average number of days spent at destination: a) is the formula for determining the tourism average income;	B

	<p>b) is the formula for determining the “visitor-days” indicator; c) is not a formula for any of the tourism indicators; d) is only important for the tourism agencies.</p>	
40.	<p>The trend analysis method is used to: a) explain tourism supply; b) support the simple regression method; c) forecast tourism demand; d) explain how the tourism market functions.</p>	C
41.	<p>Natural resources and the built environment are components of the: a) tourism demand; b) tourism supply; c) a+b; d) none of the above.</p>	B
42.	<p>Which of the following is part of the tourism operating sectors: a) the accommodation and food service; b) the transportation; c) the tourism attractions; d) all of the above.</p>	D
43.	<p>The tourism built environment includes: a) tourism superstructure and infrastructure; b) only the infrastructure; c) only the tourism superstructure; d) only hotels and restaurants.</p>	A
44.	<p>For successful tourism, accommodations: a) are less important than food service; b) have to be in adequate quantity; c) a+b; d) none of the above.</p>	B
45.	<p>Taking a cruise, dining at restaurants and visiting a historical site: a) represent typical tourism activities; b) are part of the spirit of hospitality; c) represent typical residents’ activities; d) are not important in the overall tourism experience.</p>	B