

Travel & Tourism

Chapter 5 Outline The Tourism Business

Vocabulary

Disposable income –

Niche market –

Package tour –

Charter tour –

Customized tour –

Hub-and-spoke system –

Frequent-flyer program –

Amtrak –

Windjammer -

The Growth of Tourism

1.

2.

3.

4.

5.

6.

Reasons to Travel

Tourism's Economic Impact

Types of Tours

1.

2.

Tour Positions

History of Air Transportation

Airline Careers

Ground Transportation

Water Transportation

Travel and Tourism

Chapter 5 Quiz

1.

Which is not a factor contributing to the growth of the travel and tourism industry?

- A) dual family incomes
- B) the baby-boomer market
- C) the increased health of senior citizens
- D) the terrorist attacks on 9/11

2.

Adventure travel, geotourism, and agritourism are examples of _____.

- A) reasons to travel
- B) niche markets
- C) destinations
- D) none of the above

3.

Reasons for business travel include _____.

- A) meetings and conventions
- B) meetings and spas
- C) conventions and using frequent-flyer miles
- D) all of the above

4.

Which is one effect of the travel and tourism industry on the U.S. economy?

- A) It employs one out of every eight people in the country.
- B) It employs half the people in the country.
- C) It causes many U.S. jobs to be sent overseas.
- D) It produces many manufacturing jobs.

5.

Visiting family and friends, attending sports events, and going to festivals are all _____.

- A) reasons for business travel
- B) reasons for leisure travel
- C) requirements for an entry-level job in tourism
- D) none of the above

6.

A tour in which a tour operator buys all the seats on a plane, train, or bus and resells them to travelers is called a _____.

- A) package tour
- B) charter tour
- C) customized tour
- D) tour escort

7.

Which is the most common entry-level position in the travel and tourism industry?

- A) tour escort
- B) product manager
- C) tour guide
- D) general manager

8.

Which are the three modes of transportation?

- A) plane, train, and bus
- B) plane, train, and car
- C) air, ground, and water
- D) air, ground, and rail

9.

Why are transportation providers important to the travel and tourism industry?

- A) They employ a lot of kitchen staff.
- B) They compete with other travel and tourism businesses for qualified

- B) employees.
- C) They make travel within a state or country, or around the world possible.
- D) They provide free transportation to employees within the industry.

10.

Which are two factors that affect the price of a cruise-ship ticket?

- A) season and cabin location
- B) season and number of staff onboard
- C) the size of the ship and number of staff on shore
- D) itinerary and meal plan