

# Travel & Tourism

## Chapter 6 Outline Destination Marketing

### **Vocabulary**

Destination –

Destination Marketing –

Seasonality –

Resort –

Destination resort –

Intermediary –

Commission –

Channel of distribution –

Convention and Visitors Bureau (CVB) -

## 6.1 Marketing a Destination

### **Classifying Destinations**

### **Resorts and Destination Resorts**

### **Cruise Ships**

### **Sports, Recreation and Entertainment Destinations**

## 6.2 Basics of Destination Marketing

**Travel Agencies**

**Tour Operators**

**Convention & Visitors Bureaus**

# Travel & Tourism

## Chapter 6: Destination Marketing

1. The final stop of a journey is called a \_\_\_\_\_.

- resort
- A) home
- motel
- B) destination
- destination
- C) destination
- D) destination

2. The process of developing, promoting, and distributing specific locations to travelers and maintaining appeal as long as possible is known as \_\_\_\_\_.

- marketing
- A) destination marketing
- tourism
- B) none of the above
- none of the above
- C) none of the above
- D) none of the above

3. When do warm-weather destinations appeal to travelers?

- only in the summer months
- A) only in the winter months
- year-round
- B) only in the off season
- only in the off season
- C) only in the off season
- D) only in the off season

4. Which is not an example of a resort?

- a spa facility
- A) a cruise ship
- a golf resort
- B) the Super Bowl
- the Super Bowl
- C) the Super Bowl
- D) the Super Bowl

5. Walt Disney World Resort is an example of a \_\_\_\_\_.

- destination resort
- A)
- theme cruise
- B)
- golf resort
- C)
- none of the above
- D)

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6. Gaming refers to \_\_\_\_\_.

- all types of sports
- A)
- all types of entertainment
- B)
- casino gambling
- C)
- Indian cultural events
- D)

7. Sports events, theme parks, and historical sites are all examples of \_\_\_\_\_.

- live entertainment
- A)
- resorts
- B)
- popular travel destinations
- C)
- national parks
- D)

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8. What role do convention and visitors bureaus play in the travel and tourism industry?

- they provide free transportation to local areas of interest
- A)
- they provide tourist information to travelers
- B)
- they lobby governments for the advancement of causes that benefit the travel industry
- C)
- all of the above
- D)

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9. Which is an example of perishability in the travel and tourism industry?

- A) an unused seat on an airplane
- B) undelivered fruit
- C) a rescheduled flight
- D) all of the above

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10. The path a travel product or service takes from the producer to the consumer is known as the \_\_\_\_\_.

- A) path of least resistance
- B) channel of distribution
- C) direct route
- D) indirect route