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|  | **Pool A of questions week 1** | **Week**  |
| 1 | Which of the following is one of the basic principles of holistic planning in the Brundtland report? 1. **The need to protect both human heritage and biodiversity**
2. The need to protect destination authenticity
3. The need to ensure financial viability
4. The need to protect future generation
 | 1 |
| 2 | Which is the correct sequence of tourism platforms?1. Advocacy-adaptancy-cautionary-knowledge-ethical-sustainable
2. Knowledge-adaptancy-advocacy-cautionary-ethical-sustainable
3. Advocacy-cautionary-adaptancy-knowledge-ethical-sustainable
4. **Advocacy-cautionary-adaptancy, knowledge-sustainable-ethical**
 | **1** |
| 3 | Local government that is pro-tourism without engaging in proper consultation and research is1. likely to be in the adaptancy platform
2. likely to be in the knowledge-based platform
3. **likely to be in the advocacy platform**
4. likely to be in the sustainability platform
 | 1 |
| 4 | Which of the following is a reason why ecolabels have poor market penetration? 1. Consumers are largely unaware of them
2. There aren’t many penalties for not complying with certification rules
3. There are rarely any audits to check compliance
4. **All of the above**
 | 1 |
| 5 | The idea of visiting a destination before it’s too late (i.e. a threshold has been crossed) reflects what stage of Butler’s tourism area lifecycle?1. **Development**
2. Exploration
3. involvement
4. Consolidation
 |  |
| 6\* | Which of the following is NOT one of the 7 systematic challenges that faces tourism? 1. **Its size and projected growth**
2. The private-public partnerships required of tourism
3. The footloose nature of many tourism businesses
4. The frequency of tourism purchases
 | 2 |
| 7\* | The issue of the tragedy of the commons is related to which of the 7 systematic challenges? * 1. **The dominance of the private sector**
	2. The footloose nature of many tourism businesses
	3. Scale-related issues
	4. The predominance of small to medium sized businesses
 | 2 |
| 8 | A "resource-based view" is associated with what business case argument for sustainability?1. C**ompetitive advantage**
2. Direct cost savings
3. Avoiding higher costs of regulation
4. All of the above
 | 2 |
| 9 | Why is the inseparability of tourism experiences an important consideration in sustainable tourism? 1. Governance is a key factor in sustainable tourism
2. **Tourist behaviour is the primary cause of unsustainability**
3. Co-creation is a major indicator of sustainability
4. Experiences are intangible
 | 2 |
| 10 | Green is Gold refers to which part of the business case for sustainability?1. Direct savings
2. Indirect savings
3. Competitive advantage
4. **All of the above**
 | 2 |
| 11 | Systems thinking is more likely to rely on: 1. traditional linear thinking
2. thinking that is holistic
3. thinking that is loopy
4. **answers b and c.**
 | 2 |
| 12 | The promotion of a destination to attract tourists is an example of: 1. **a direct economic cost**
2. a direct economic benefit
3. an indirect economic cost
4. an indirect economic benefit
 | 3 |
| 13 | Leakage is related to \_\_\_\_\_\_\_\_? 1. Economic benefits of tourism
2. **Economic costs of tourism**
3. Environmental benefits of tourism
4. Environmental costs of tourism
 | 3 |
| 14 | When discussing tourism impacts, commodification is an example of a: 1. positive economic impact
2. **negative social impact**
3. negative economic impact
4. positive social impact.
 | 3 |
| 15 | When discussing tourism impacts, cultural preservation is an example of a: 1. positive economic impact
2. negative social impact
3. negative environmental impact
4. **positive social impact**.
 | 3 |
| 16 | When locals get frustrated at lack of parking because of tourism, we have an example of: 1. Butler’s lifecycle model
2. seasonality issues
3. **Doxey’s Irridex model**
4. all of the above
 | 3 |
| 17 | What is the correct sequence of stages in Doxey’s Irridex model? * 1. Apathy -> euphoria -> resignation -> antagonism
	2. Euphoria - > apathy -> irritation -> antagonism
	3. **Euphoria -> irritation -> antagonism -> apathy**
	4. Apathy -> resignation -> irritation -> antagonism
 | 3 |
| 18 | Emotional labour is linked to which of the following? 1. The ways that guests act to have a good time
2. **The ways that hosts act to ensure guests have a good time**
3. The interactions between guests and hosts to ensure everyone is polite
4. The ways guests act to be culturally appropriate in a foreign place
 | **3** |
| 19 | One of the most effective and direct ways in which tourism can contribute to conservation is by: 1. preventing wildlife poaching
2. educating tourists
3. providing funds for conservation
4. **all the answers are correct**
 | **3** |
| 20 | The multiplier effect in tourism results in: 1. more money being created through tourism
2. **more local jobs being created through tourism supply chains**
3. more investment into tourism
4. less regulation on the economic impacts of tourism
 | 3 |
| 21 | Which of the following are ways in which cultural commodification can occur?1. Aesthetic change and uniformity change.
2. Quality change and practical change
3. Uniformity
4. **All of the above.**
 | 3 |
| 22 | Disneyland represents what kind of authenticity:1. **contrived for both hosts and guests**
2. contrived by hosts, genuine for tourists
3. genuine for both hosts and guests
4. genuine for hosts, contrived for tourists
 | 3 |
| 23 | Providing social services to host communities falls under which sustainability pillar?1. **Economic**
2. Social
3. Environmental
4. All the answers are correct
 | 3 |
| 24 | The case study of Kerala is an example of which human rights issues?1. Cultural exploitation
2. Child labour
3. **Land rights and forced displacement**
4. All of the answers are correct
 | 4 |
| 25 | Which of the following human rights are most relevant to sustainable tourism?1. **the right to participate**
2. the right to a nationality
3. the right to own property
4. the right to freedom of thought
 | 4 |
| 26 | According to UNWTO’s One Planet program, which SDG is most relevant to tourism? 1. No poverty
2. **Responsible production and consumption**
3. Climate action
4. Decent work and economic growth
 | 4 |
| 27 | The ideals behind Bhutan’s tourism planning strategy align most closely with which pathway to sustainable tourism?1. An organic path
2. An incremental path
3. **An induced path**
4. None of the answers are correct
 | 4 |
| 28 | Which of the following is NOT a characteristic of wicked problems? 1. Each is unique, experience doesn’t help
2. There is no single root cause
3. Different ideas exist about what the problem is
4. **The solution must address all three pillars of sustainability**
 | 4 |
| 29 | A wicked problem is one that: 1. **Is unique, never fully resolved and with solutions that are never right or wrong**
2. has solutions determined by experts who have dealt with the issue before
3. cannot ever be solved
4. all of the answers are correct
 | 4 |
| 30 | A letter dropped into your mailbox that that invites you to hear about a new tourism development master plan is an example of which level on the ladder of citizen participation?1. Manipulation
2. **Information**
3. Partnership
4. Citizen control
 | 5 |
| 31 | In governance, when a group of well-intentioned people make irrational decisions, this is referred to as what? 1. Advocacy
2. **Group think**
3. Bottom up approach
4. Tokenism
 | 5 |
| 32 | The three fundamental principles of good governance are: * 1. Partnerships, transparency and inclusiveness
	2. **Transparency, inclusiveness and accountability**
	3. Accountability, partnerships and fairness
	4. Fairness, inclusiveness and accountability
 | 5 |
| 33 | In a governance situation, when the people who make a decision do not take responsibility for that decision, what is represent? 1. **A lack of accountability**
2. A lack of Inclusivity
3. Group think
4. Tokenism
 | 5 |
| 34 | Which of the following is NOT a benefit of a governance approach to decision-making? 1. **Its speed and cost effectiveness**
2. Its flexibility and sensitivity to local conditions
3. Its ability to draw on multiple stakeholders' knowledge
4. Its recognition of non-economic values
 | 5 |
| 35 | Which of the following is the second step in responding to moral dilemmas?1. Recognising a moral issue
2. **Establishing moral intent**
3. Engaging in moral behaviours
4. Making a moral judgement
 | 6 |
| 36\* | The idea that we don’t need to discuss moral issues with strangers because they are likely to have the same outlook as us is a case of: 1. **false consensus bias**
2. green washing
3. greenhushng
4. None of the above
 | 6 |
| 37\* | An ecotourism company that tells its customers little about its green initiatives is engaging in: 1. Green washing
2. **Green hushing**
3. Unethical behaviour
4. All of the above
 | 6 |
| 38 | In ethics, which theory states that the best action is the one that seeks to achieve the greatest good by producing the greatest well-being of people (and animals)? 1. Deontology
2. **Utilitarianism**
3. Relativism
4. Virtue Ethics
 | 6 |
| 39 | Some of the key characteristics of a useful indicator include: 1. **their relevance, feasibility to collect, credibility, their ability to be compared across space and time**
2. their relevance, acceptability to stakeholders, usefulness, and measurability
3. their relevance, credibility, comparability and usefulness
4. their proven track record in other sectors as a useful tool
 | 7 |
| 41 | Using sustainability indicators in tourism can be considered challenging for which of the following reasons? 1. There are incompatible timeframes between political processes and monitoring
2. There are non-linear relationships between cause and effect
3. There is a lack of knowledge between cause and effect
4. **All of the answers are true**.
 | 7 |
| 42\* | Which of the statements best represent the circular economy?1. **We should design for a process of reuse and recycle**
2. We should not consume more than we need
3. We should focus on economic growth
4. Economic growth cannot happen without environmental responsibility and social development
 | 7 |
| 43\* | The circular economy is built on the principles of 1. Single use
2. **Long lasting design**
3. Alternative manufacturing
4. Innovation
 | 7 |
| 44 | Within the Green economy Venn diagram, low carbon growth falls at the intersection of:1. **economic and environmental sustainability**
2. economic and social sustainability
3. all three dimensions of sustainability
4. social and environmental sustainability
 | 7 |
| 45 | Demarketing represents which kind of sustainable tourism management tool:1. **Economic**
2. Voluntary
3. Regulatory
4. All of the above
 | **7** |
| 46 | Ecolabels serve three general purposes. Which of the following is NOT a purpose of ecolabels?1. To standardise desirable environmental performance levels over the sector
2. **To describe the relationship between variables in the system**
3. To serve as a competitive point of difference for green consumers
4. To ensure certified businesses understand and meet those performance levels
 | 7 |
| 47 | There are four  types of tools for managing tourism - regulatory, economic, voluntary and supporting tools, such as soft management tools - which of the answers represents the latter (supporting tool)?1. Voluntary measures
2. Infrastructure such as barriers and footpaths
3. Fines for breaking rules
4. **Interpretation signage**
 | 7 |
| 48 | Carbon calculators are best used when they: 1. **take a lifecyle approach**
2. only focus on a well-defined activity
3. target the supply side of tourism
4. target the demand side of tourism
 | 7 |
| 49 | Which of the following isn’t relevant to Limits of Acceptable Change?1. **The carrying capacity of a destination**
2. The range of leisure activities at a destination
3. The values that different stakeholders assign to the destination
4. Social, environmental and economic indicators at the destination.
 | 7 |
| 50 | Which of the following focusses on managing the visitor and their impact? 1. Visitor Impact Management Tool
2. Recreation opportunity Spectrum
3. Tourism Optimisation Management Model
4. **d. All the answers are correct**
 | 7 |
| 51 | Zoning for a marine park, e.g. where you can and can’t fish, is an example of which type of visitor management tool? 1. Soft management
2. **Regulatory or command and control**
3. Economic incentives
4. d. Voluntary mechanisms
 | 7 |
| 52 | A Tipping point refers to which of the following? 1. A situation when a system changes from a favourable condition to an unfavourable condition
2. A situation when a system changes from an unfavourable condition to a favourable condition
3. **A situation when a system switches from any stable condition to a new stable condition**
4. Any unstable condition of a system
 | 7 |
| 53 | My Green Butler is an example of which type of tool? 1. Command and control
2. Interpretation
3. Economic incentive
4. **Supporting mechanism**
 | 7 |
| 54 | The greatest resource savings recorded by Chris were in guests’ use of: 1. water
2. **gas**
3. electricity
4. both gas and water
 | 8 |
| 55 | Which character strengths were particularly useful in designing a co-created sustainable tourism experience at Crystal Creek Meadows? 1. Strengths associated with knowledge and temperance (curiosity, love of learning,self-regulation)
2. Strengths associated with courage and justice (integrity, citizenship, zest)
3. Strengths associated with transcendence and humanity (kindness, social intelligence, hope)
4. **All of the answers are correct**
 | 8 |
| 56 | Which of the 10 priority areas for sustainable tourism, as per WTTC, require the participation of tourists themselves? 1. **Management of fresh water, transport options and waste minimisation**
2. Management of fresh water, partnerships for sustainability, wastewater treatment
3. Waste minimisation, transport options and partnerships for sustainability
4. Partnerships for sustainability
 | 8 |
| 57 | The experience economy is defined by:1. **selling events that are memorable and personal**
2. a focus on the attributes of the service
3. its ability to transform people through experiences
4. all of the answers are correct
 | 8 |
| 58 | Which of the following is NOT a foundational premise of S-D logic?1. The customer is always a co-creator of value
2. **The enterprise is responsible for delivering value**
3. All economies are service economies
4. The application of specialised skills and knowledge is the fundamental unit of exchange.
 | 8 |
| 59 | The term “value capturing” relates to what feature of operationalising sustainable tourism: 1. The process of co-creation
2. **The process of monetisation**
3. The process of green marketing
4. All of the above.
 | 8 |
| 60 | Which of the following elements is NOT an essential dimension of the co-creation of value? 1. Personalisation
2. Engagement
3. **Authenticity**
4. Co-production
 | 8 |
| 61 | What percentage of guests engaged with the My Green Butler process and felt it would add to their experience? 1. 10%
2. 50%
3. **70%**
4. 100%
 | 8 |
| 62 | Which of the following would be part of your green business case? 1. **Direct savings, avoiding regulations, and getting reputational gains**
2. Direct savings, greenhushing strategies, getting reputational gains
3. Direct savings, avoiding regulations, greenhushing strategies
4. Direct savings, good management principles, greenwashing marketing
 | 8 |
| 63 | What should you be communicating to your guests as part of co-creating sustainability? 1. Your awards and prizes
2. How you expect them to behave
3. What you are actively doing to be sustainable
4. **All of them**
 | 8 |
| 64 | For which type of resource did the “green is gold” argument actually hold true in Chris’ case study? 1. Electricity
2. Gas
3. Firewood
4. **d. All of them**
 | 8 |
| 65 | In Chapter 9’s look at the most important challenges facing tourism, which of the following is NOT one of the 10 trends that will be of most significance to tourism?1. Uncertainty of climate change
2. Higher costs, e.g. fuel, transport
3. New links, and also conflicts, between tourism and conservation
4. **Ageing populations in developed countries**
 | 9 |
| 66 | Which represents the sequence of types of innovation based on their degree of newness from the existing state? 1. **Imitation -> incremental -> discontinuous -> really new -> radical**
2. Imitation -> incremental -> really new -> discontinuous -> radical
3. Imitation -> incremental -> really new -> radical -> discontinuous
4. Discontinuous -> imitation -> incremental -.> really new -> radical
 | 9 |
| 67 | Climate change is an example of which type of change? 1. **Structural change**
2. Unpredictable change
3. Temporal change
4. None of the above.
 | 9 |
| 68 | The Delphi technique relies on opinions from which of the following groups? 1. Tourists
2. **Tourism experts**
3. The host community
4. All of the answer are correct
 | 9 |
| 69 | The changing consumer preferences of related to the use of visual information represents a changing trend in which STEEP area? 1. Technological
2. **Social**
3. Economic
4. Environmental
 | 9 |
| 70 | Scenario-based planning relies on what type of information? 1. Current trends
2. Data collected from previous years.
3. **Expert opinions on what might happen**
4. All of the above.
 | 9 |
| 71 | Which of the following risks appear in both the assessment of tourism’s future risks and global risks?1. Financial crisis
2. Political instability
3. **Natural disasters, particularly weather-related**
4. All of the answers
 | 9 |
| 72 | The advent of virtual reality in tourism represents what type of innovation? 1. Imitation
2. **Discontinuous**
3. Really new
4. Radical
 | 9 |
| 73 | In the Rogers’ model, what are the possible outcomes for consumers who rejected an innovation? 1. Discontinuance
2. Later adoption
3. Adoption
4. Consideration
 | 9 |
| 74 | Airbnb represents which type of innovation? 1. **Process and product/service**
2. Marketing and product/service
3. Process and marketing
4. None of the answers are correct
 | 9 |
| 75 | Sustainability-oriented innovations tend to aim for which of the following outcomes?1. **All answers are correct.**
2. Resource efficiency
3. Social mindedness
4. Environmental protection
 | 9 |

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| 1 | The three pillars of sustainable tourism are people, profit and planet: **True** or false | 1 |
| 2 | According to McBeth, the sustainability platform comes after the ethics-based platform: True or **false** | 1 |
| 3 | Sustainability values economic outcomes more than outcomes on the natural or social environments: True or **false** | 2 |
| 4 | Is it accurate that the tourism sector has more small to medium sized businesses than most other sectors? **True** or false | 2 |
| 5 | Tourism encourages the globalisation and/or homogenisation of cultures: **True** or false | 3 |
| 6 | Fuzzy boundaries between tourism and the rest of life make it hard to pinpoint tourism impacts: **True** or false | 3 |
| 7 | In the Rights of Nature Approach, nature has the same rights as human beings: **True** or false | 3 |
| 8 | Guest behaviour contributes significantly to the sustainability of tourism: **True** or false  | 3 |
| 9 | An opportunity cost is a direct economic cost in tourism: True or **false** | 3 |
| 10 | The Paris Agreement covers all sectors that are major carbon emitters: True or **false** | 4 |
| 11 | Extensive collaboration is an essential part of strategic planning for sustainability **True** or false | 4 |
| 12 | Community groups that organise themselves to create nicer spaces for visitors, e.g. public art, is an example of bottom up initiatives: **True** or false | 5 |
| 13 | Direction setting is the first step in the collaboration process for community-based ecotourism: Trueor **false** | 5 |
| 14 | Probing questions, clarifying questions, and justifying questions are all equally important in interest-based negotiations: **True** or false | 5 |
| 15 | Enclave tourism is particularly bad because it limits the economic benefits to locals: **True** or false | 6 |
| 16 | Emotional thinking styles will generally contribute more to ethics-based decision making than rational thinking-styles: **True** or false | 6 |
| 17 | Corporate social responsibility is broadly defined as our expectations of a business and its behaviour: **True** or false | 6 |
| 18 | All tourism indicators suggested by the WTO need to be objective and measured by a third party to be useful: **True** or false | 7 |
| 19 | Codes of conduct are examples of voluntary mechanisms: **True** or false | 7 |
| 20 | The concept of “value-in-exchange” is a feature of the type of service-dominant logic that we want to see in tourism: **True** or false | 8 |
| 21 | The value proposition should always be at the centre of a business model as it dictates the rest of the decisions for the business: **True** or false | 8 |
| 22 | The goods dominant logic is more applicable to tourism than the service dominant logic: Trueor **false** | 8 |
| 23 | It is the BRICS nations that will be driving the future trends as tourism’s emerging markets: **True** or false | 9 |
| 24 | Environmental scanning based on STEEP is a good method for detecting disruptive change, or wildcards: **true** or false  | 9 |
| 25 | Forecasting uses a Business as Usual approach: **True** or false | 9 |