Chapter 11

1. What is the primary goal of sustainability in the hospitality industry?

A) Increasing short-term profits  
B) Reducing operational efficiency  
C) Balancing environmental, economic, and social factors for long-term success\*  
D) Eliminating tourism to protect the environment

2. What percentage of Aruba’s GDP is attributed to tourism?

A) 50%  
B) 65%  
C) 73%\*  
D) 80%

3. What sustainability milestone did Bucuti & Tara Beach Resort achieve?

A) First hotel in Aruba to use 100% solar power  
B) First hotel in the Caribbean to ban air conditioning  
C) First hotel in the Americas to be certified ISO 14001\*  
D) First hotel in Aruba to become a vegan-only resort

4. What sustainability measure has Bucuti & Tara implemented?

A) Eliminating all guest services  
B) Banning guests from using technology  
C) Using motion sensors and timers to reduce energy consumption\*  
D) Replacing all furniture with disposable plastic

5. What is the definition of sustainability according to the Brundtland Report?

A) Growth that maximizes profits for businesses  
B) Development that meets present needs without compromising future generations’ ability to meet their own needs\*  
C) A policy to restrict economic expansion  
D) Tourism that focuses only on luxury travelers

6. What global event helped bring attention to climate change in 1988?

A) The Kyoto Protocol  
B) NASA scientist James Hansen’s testimony on global warming\*  
C) The first UN Conference on Sustainable Tourism  
D) The launch of eco-friendly airlines

7. What is sustainable travel according to the UNWTO?

A) Travel that limits economic growth  
B) Travel that avoids all environmental impact  
C) Travel that accounts for economic, social, and environmental impacts\*  
D) Travel that only benefits tourists and not local communities

8. According to IHG research, how much more are consumers willing to pay for sustainable hotels?

A) 10% more  
B) 20% more  
C) 31% more\*  
D) 50% more

9. What unique sustainability policy does Bhutan follow?

A) Limiting tourism to citizens of specific countries  
B) Allowing only eco-friendly hotels  
C) Charging a $200 daily Sustainable Development Fee\*  
D) Banning all international visitors

10. What is the goal of Palau’s "Ol’au Palau" initiative?

A) To encourage luxury travelers to visit  
B) To increase tourism profits  
C) To reward tourists for making sustainable choices with exclusive cultural experiences\*  
D) To ban all tourism activities

11. What is Queenstown, New Zealand’s sustainability goal for 2030?

A) Becoming the world’s most luxurious travel destination  
B) Offering only eco-tours to tourists  
C) Achieving a completely carbon-zero visitor economy\*  
D) Banning all travel to the region

12. How does One Aldwych Hotel in London integrate sustainability into its operations?

A) By using paper-based guest records  
B) By offering only plant-based meals  
C) By implementing heat reclaim systems, water efficiency measures, and composting\*  
D) By eliminating all technology use

13. What is the primary purpose of EarthCheck certification?

A) To certify luxury hotels  
B) To verify a hotel’s sustainability and environmental efforts\*  
C) To provide financial incentives for eco-friendly businesses  
D) To regulate hotel prices

14. How does the cruise industry address sustainability concerns?

A) By banning single-use plastics onboard  
B) By transitioning to liquefied natural gas (LNG) as a fuel source\*  
C) By reducing the number of passengers allowed per ship  
D) By eliminating all onboard waste

15. What is an example of an eco-friendly initiative in the ski resort industry?

A) Reducing snow production  
B) Limiting the number of skiers allowed per day  
C) Using solar and wind power for energy\*  
D) Closing resorts during peak travel seasons

16. How did Machu Picchu address over-tourism?

A) By banning all visitors under the age of 18  
B) By restricting hotel development in the area  
C) By implementing visitor limits and requiring guided tours\*  
D) By increasing the number of entrance tickets available

17. What is the purpose of the Disney Conservation Fund?

A) To invest in new Disney theme parks  
B) To support eco-tourism businesses  
C) To fund global wildlife conservation and environmental protection\*  
D) To create sustainable amusement park rides

18. How is TUI working toward sustainability goals?

A) By building more resorts in fragile ecosystems  
B) By eliminating all loyalty programs  
C) By aiming to reduce airline emissions by 24% and hotel emissions by 46.2% by 2030\*  
D) By increasing cruise ship routes

19. What major challenge do tour operators face in promoting sustainable travel?

A) Customers have difficulty recognizing sustainable travel options  
B) Sustainable travel packages are too expensive  
C) The communication of sustainability benefits is often ineffective\*  
D) Governments do not support sustainable tourism initiatives

20. What is "pro-poor tourism"?

A) A type of tourism that only benefits wealthy travelers  
B) A tourism strategy that focuses on attracting budget travelers  
C) A tourism initiative designed to reduce poverty through sustainable tourism practices\*  
D) A policy that limits tourism growth in developing countries

21. What sustainability trend is growing in the restaurant industry?

A) Using disposable cutlery  
B) Eliminating locally sourced food  
C) Offering organic and ethically sourced menu options\*  
D) Reducing customer service interactions

22. Why has the concept of sustainability become more important to customers?

A) Government regulations require businesses to be more sustainable  
B) Customers want to avoid all forms of travel  
C) Consumers are more conscious of corporate social responsibility and ethical business practices\*  
D) Sustainability efforts reduce the quality of service

23. How do sustainable business practices benefit hospitality companies?

A) By increasing short-term profits at the cost of long-term success  
B) By improving brand image, customer loyalty, and operational efficiency\*  
C) By limiting customer access to luxury services  
D) By reducing marketing expenses

24. What is an example of a hospitality business using sustainability to drive profitability?

A) Increasing ticket prices for all eco-friendly activities  
B) Bucuti & Tara maintaining a 90% occupancy rate due to its sustainability efforts\*  
C) Reducing the number of hotel staff to cut costs  
D) Banning all tourist activities in nature reserves

25. How does sustainability impact customer service in hospitality?

A) It eliminates the need for high-quality service  
B) It increases operational costs without benefits  
C) It enhances customer experience and satisfaction by aligning with consumer values\*  
D) It prevents businesses from making a profit