**Chapter 5:**

**Scope and segments in wellness in food service, hospitality and tourism**

**Test Questions**

*Multiple Choice*

1. Which of the following types of wellness segmentation is based on **individual attributes**?
   1. Behavioral
   2. Substantial
   3. Demographic
   4. Psychographic
2. Which of the following types of wellness segmentation is based on **attitudes, aspirations, and values**?
   1. Behavioral
   2. Substantial
   3. Demographic
   4. Psychographic
3. Which of the following types of wellness segmentation is based how **buyers act**?
   1. Behavioral
   2. Substantial
   3. Demographic
   4. Psychographic
4. People who rank high on the \_\_\_\_\_\_\_\_\_\_ scale like to have a set wellness schedule, are organized, and pay attention to detail in wellness activities they participate and receive:
   1. Openness
   2. Conscientiousness
   3. Agreeableness
   4. Neuroticism
5. People who rank high on the \_\_\_\_\_\_\_\_\_\_ scale are very curious about other people, have a lot of interests, and want to try new wellness experiences:
   1. Openness
   2. Conscientiousness
   3. Extraversion
   4. Neuroticism
6. People who rank high on the \_\_\_\_\_\_\_\_\_\_ scale worry and feel anxious a lot if they may experience a wellness product and service for the first time, can be susceptible to sadness and mood shifts, and find it hard to relax:
   1. Openness
   2. Conscientiousness
   3. Extraversion
   4. Neuroticism
7. If a wellness segment is reachable with the promotional tools (social media, newspaper ads, television commercials, email newsletters, etc.) available to a marketer, it is considered.
   1. Actionable
   2. Measurable
   3. Accessible
   4. Substantial
8. If a marketer can define the size of a wellness segment in terms of number of individuals and their purchasing power, it is considered:
   1. Actionable
   2. Measurable
   3. Accessible
   4. Substantial
9. All of the following are examples of demographic segmentation except:
   1. Generation/Age
   2. Occupation
   3. Opinions
   4. Income Level

*True/False*

1. The stage a potential customer is at in the purchase process makes no difference to the communication message they should receive.   
   F
2. The extraversion trait determines how outgoing a person is.

T

1. Psychographic variables are generally easily observable and therefore simple to use for segmentation.

F

1. The two primary ways to segment the behavior of wellness customers is usage behavior and purchase behavior.

T

1. “Actionable” is defined as “it must be possible to reach a segment with the promotional tools available to the market.”

F

*Short Answer* *Question*

1. Using the concepts from Chapter 5, discuss how primary wellness travelers may be different from a more traditional traveler. Give specific examples.

Although any traveler can look for a wellness component in their trip (including secondary wellness travelers incorporating only one or two aspects), primary wellness travelers do share some commonalities. They are often looking beyond having an engaging experience, and into the realm of self-improvement. This may mean wanting an authentic and sustainable travel experience like a bicycle ride through a village and having lunch with local people while learning about their traditional crafts. This shows a higher degree of openness and agreeableness in these situations, rather than a desire for a strictly planned schedule of visiting popular tourist destinations and eating at familiar restaurants.

While the budget and destinations of wellness travelers vary, as well as the specific activities chosen on a trip, this category of visitor may require more emotional attention than a more traditional guest. Wellness practices like yoga, meditation, journaling, acupuncture, and even walking through nature, can release deep emotions that have been blocked and boxed away mentally for months or years. This is an important component for staff to be trained in, as well as the more obvious and expected needs of any traveler looking for a healthy and self-fulfilling experience.