



Escape2

Training Course

How to Develop a Successful HQRTS
(High Quality Rural Tourism Strategy)

Module 2 Different Models of
Rural Tourism: The tourist product

Quiz

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MODULE 2 | Different Models of Rural Tourism: The tourist product

Assessment: Multiple-choice quiz

01	A tourist product includes	<ul style="list-style-type: none"> a. natural elements b. cultural and man-made resources c. cultural elements d. all are correct
02	A natural park is a resource. When it is structured for tourist use it becomes a tourist product.	<ul style="list-style-type: none"> a. true b. false
03	What makes my product be more valued compared with competitors?	<ul style="list-style-type: none"> a. To be similar to others b. To be original, disruptive c. To be included in leaflets d. To be disseminated
04	What are the stages to move from a Resource to a Product?	<ul style="list-style-type: none"> a. Tourist Product-Valued tourist resource-Tourist attraction-Tourist Resource b. Tourist Resource-Valued tourist resource-Tourist attraction-Tourist Product c. None is correct

05	In order to design a tourist product several questions lead to different results. Therefore, to the question Why? What is the result obtained?	<ul style="list-style-type: none"> a. My customer b. My channel c. My value proposition d. My product
06	To identify tourism resources is necessary to open your mind and have an innovative vision	<ul style="list-style-type: none"> a. true b. false
07	What are intangible tourism resources?	<ul style="list-style-type: none"> a. Legends b. Events c. Folklore d. Museums
08	It is not necessary to look for a market niche	<ul style="list-style-type: none"> a. true b. false
09	You need to identify your customer according to the following information:	<ul style="list-style-type: none"> a. Geographic b. Demographic c. Psychographic d. Socio-economic e. Behavioural f. All of them are correct
10	To define the customer profile we need to identify what are their needs?	<ul style="list-style-type: none"> a. true b. false
11	When considering the potential of an area for rural tourism, one should consider	<ul style="list-style-type: none"> a. its culture b. its natural resources c. the existing economic infrastructure d. all the above
12	The best type of investment in rural tourism can only be public.	<ul style="list-style-type: none"> a. true b. false
13	Rural tourism is characterized by being a tourism desired and controlled by the local populations who develop it.	<ul style="list-style-type: none"> a. true b. false
14	According to the UNWTO (2020), the four main pillars for tourism development are: education, investment, innovation and	<ul style="list-style-type: none"> a. infrastructure b. cooperation c. networking d. technology
15	The criteria for deciding on the prospects of area to develop rural tourism include economic criteria, ecological criteria and	<ul style="list-style-type: none"> a. national policies b. social criteria c. criteria related to multifunctional agriculture d. cultural criteria

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