



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	Which of these actors are involved in the creation of tourism products?	<ul style="list-style-type: none"> a. Private organisation b. Public organisation c. Collaboration between private and public organisation d. All of them
12	The product must be easy for potential customers to understand.	<ul style="list-style-type: none"> a. true b. false
13	Elements to be defined in the tourism product	<ul style="list-style-type: none"> a. Tourism resources b. Management c. Infrastructures d. Brand image e. Price f. All are correct
14	In terms of demand identification and segmentation, what do we need to know about our customer?	<ul style="list-style-type: none"> a. Origin and age b. Purchasing power c. Needs to be covered d. All are correct
15	The tourist resource is the set of attractions that a destination has and that differentiates it from another: nature, city, historical heritage, cultural	<ul style="list-style-type: none"> a. true b. false

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