**Hashemite University**

**Queen Rania Institute of Tourism & Heritage**

**Tourism Planning Course/ Second Exam- Type B**

**Name & ID: -----------------------------------------------------------**

**Please put your answers here:**

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**Choose the right answer in the following multiple questions:**

1. The ------------ plan shows the access to the area, primary and secondary tourist attractions, and places or sites where tourist facilities will be concentrated such as resorts and urban places, and the connecting transportation network.
2. Site b. Structure c. Construction d. Regional
3. Resort planning should be carried out according to a systematic approach and process, the first step in this process is:
4. A precise determination of the facility and land use requirements and infrastructure needs; the regional relationships are analysed, including access to the site and relationships to towns and attractions in the area; then the environmental and carrying capacity analysis is prepared.
5. An economic and financial analysis is carried out to make certain that the resort will be economically viable and produce an acceptable rate of return.
6. A market and product assessment, especially of the tourist attractions in the area, is carried out.
7. A detailed resort land use plan is prepared and regional and community relationships specified.
8. Proper location of the resort is important and resort sites should be selected according to logical criteria. These criteria will vary from one place to another but successful resort sites generally should have the following attributes except:
9. Good existing or potential access from the tourist gateway to the region or area.
10. Existing availability of, or feasibility of developing, adequate infrastructure of water supply, electric power, waste management and telecommunications.
11. No serious air or water pollution of the site and compatible nearby land uses, and limited possibility of the resort development itself is generating serious environmental or social problems if it is well planned.
12. Availability of imported supply to work in the resort, or the possibility of encouraging in-migration of the labor needed which might require development of a new community.
13. Urban tourism planning principles include the following except:
14. Develop or improve urban type attractions and facilities such as museums, cultural facilities, conference facilities, interesting shopping areas, preservation of historic buildings and districts, evening entertainment and perhaps other features related to the area. Tourist attractions near to the city should be included in the planning to provide the basis for day tours outside the city.
15. Take advantage of special environmental features such as waterfronts and historic districts for tourism development, and provide attractive parks, promenades and viewpoints.
16. Provide a specific type of accommodation, restaurants and other tourist facilities including local tourist information services, and concentrate tourist facilities in certain areas related to small attractions for the convenience of tourists and efficiency of providing infrastructure.
17. Provide a good public transportation network and encourage pedestrianization of tourism and shopping areas.
18. The basic planning procedure for a nature or archaeological/ historic site is as follows except:
19. Determination of the development and conservation objectives within the framework of the national, regional and local parks and monuments conservation and development policies.
20. Environmental analysis including any special surveys that need to be made, such as of wildlife, vulnerable ecological systems (ecosystems) and the archaeological or historic monument, determination of special environmental areas and sites that need to be preserved and, in some cases, enhanced or restored.
21. Establishment of visitor carrying capacities based on assumptions of types of visitor use and efficient visitor organisation and flow patterns.
22. Projection of visitor demand by type of use taking into account seasonality of use and reconciliation, if necessary, of demand with the carrying capacity analysis.
23. None of the above
24. Some basic considerations in planning theme parks include:
25. Base the theme of the park at least in part on local cultural, historic or environmental subjects that will reinforce the unique character of the area and present something unusual to the visitors. LD TOURISM ORGANIZ AT I O
26. Prepare a careful feasibility study to determine market, financial and economic feasibility—good quality theme parks are expensive to build and operate and not all theme parks are successful.
27. Select the site carefully so that it has good regional access and can serve a broad market.
28. Concentrate on planning the theme park itself, it is only government responsibility to plan the area around the park and integrate it into area-wide development planning.
29. Provide good management and maintenance including maintaining a clean, safe and hygienic environment.
30. Development of conference and convention tourism requires several considerations except:
31. Prepare a thorough market, financial and economic feasibility analysis— conference and convention tourism is very competitive.
32. For large-scale convention facilities, locate them in a city or resort that has good international, national and regional access.
33. A large undeveloped site, or a site that can be redeveloped, including sufficient land for parking must be available. A convention centre can be used as a technique to achieve redevelopment of blighted urban area.
34. The conference centre should be in a remote location. Often a conference centre will be physically associated with a small type of accommodations, and even be operated by the hotel.
35. Basic considerations for planning efficient visitor use of attractions are all of these except:
36. Centralization of tourism to various attractions in the area.
37. Prepare and apply a logical visitor flow plan for tours of the site.
38. If the site is particularly vulnerable to excessive visitor use, develop a model of the feature that tourists can visit and only allow scientific use of the original feature.
39. If queuing of visitors is necessary, make it interesting with simple entertainment so that visitors do not become bored and irritated while they wait.
40. These should be colourful, attractive and interesting. Some are for wide distribution, such as in tourist offices. They should lure visitors, describe what can be seen or done, explain how to get there, and identify any special preparations required such as reservations, permits, or special equipment. The ----------------can outline the costs, conditions and facilities available in and around the site or destination. Other --------- (available in several different languages if there are many international visitors) can provide visitors with basic information to help them make the most of their time when on site, including brief descriptions, a detailed map, and a list of regulations or recommendations.
41. Displays b. Brochure c. Guided Tours d. Leaflets e. B+D
42. Sustainable park and ecotourism development, to be truly successful, needs to anticipate and manage human experience. Interpretation provides the best single tool for shaping experiences and sharing values. By providing an awareness of the environment, values are taught that are necessary for the protection of the environment. Sustainable design should seek to affect only immediate behaviors of visitors. This statement is: a. True b. False