**Chapter 10:**

**Management of health and wellness amenities/facilities and upgrading them in food service, hospitality and tourism businesses**

**Test Questions**

*Multiple Choice*

1. “The leading organizational entity which may encompass the various authorities, stakeholders and professionals and facilitates partnerships towards a collective destination vision” is the definition of a:
   1. Wellness destination
   2. DMO
   3. Stakeholder
   4. Superstructure
2. “The coordinated management of all the elements that make up a tourism destination (attractions, amenities, access, marketing and pricing)” is the definition of:
   1. Wellness destination
   2. Wellness destination development
   3. Destination management
   4. Macro factors
3. The current trend of wellness tourism, and the fact that wellness travelers are looking for authentic and sustainable experiences, is an example of which macro trend?
   1. Ecology/environment
   2. Destination networks
   3. Social/cultural
   4. Authenticity and reputation
4. A destination that offers ways to disconnect and disengage from the stressful modern world is an example of which macro trend?
   1. Ecology/environment
   2. Technology
   3. Social/cultural
   4. Authenticity and reputation
5. “The process of systematically and continuously planning, developing, managing, evaluating, and leading a destination’s brand identity as it relates to wellness tourism” is the definition of:
   1. Wellness destination
   2. Wellness destination development
   3. Destination management
   4. Macro factors
6. “An umbrella term for facilities and services created especially for tourists, for example, hotels, restaurants, transportation facilities, recreation facilities, and built attraction” is the definition of a:
   1. Wellness destination
   2. DMO
   3. Stakeholder
   4. Superstructure
7. The local people in a destination can be encouraged to welcome visitors through:
   1. Educating them about the benefits of visitors
   2. Formal training on how to interact with visitors
   3. Fostering a culture of hospitality
   4. All of the above

1. DMO stakeholders are likely to include all of the below *except:*
   1. Accommodations
   2. Activity providers
   3. The neighboring city
   4. Local parks
2. “Traveling in pursuit of a healthy life” is an example of which macro level factor?
   1. Economy
   2. Ecology/Environment
   3. Technology
   4. Social/Cultural
3. Wellness specific superstructure includes all of the following except:
   1. Spas
   2. Hotels
   3. Natural Resources
   4. Lifestyle Resorts

11 Hammam, sauna, cleansing rituals, and purification ceremonies are all examples of which destination core resource and competency?

a. Cultural, Historical, and Spiritual

b. Natural Resources

c. Complementary and Alternative Medicine

d. Wellness-Related Events

12. Some of the UNWTO trends discussed in the chapter include all of the following except:

a. Travel to show

b. Rising awareness on sustainability

c. Travel to change

d. Traveling in pursuit of a healthy life

*True/False*

1. The exchange rate between two currencies is an example of a political/legal trend.

F

1. The desire to interact with an authentic and unspoiled natural region is an example of an ecological/environmental trend.

T

1. A DMO is vital for coordinating and communicating between public and private partners, and lead the destination’s management and development effort.

T

1. Understanding the past, current, and future health and well-being tourism concepts and demand is a key role of a DMO.

T

1. It’s not possible to overdevelop a location; it’s best to bring in as many visitors as possible.  
   F
2. A lower volume of higher spending visitors leads to over tourism in a destination  
   F
3. The UNWTO travel trend of travel to show relates to the macro-level factor of technology.

F

1. Developing and managing the destination’s brand identity is one of the dimensions of developing a wellness destination.

T

*Short Answer*

1. Name the two primary meanings and describe the recent evolution of the “M” in DMO.

While the M in DMO has traditionally stood for *marketing*, in recent years it has transitioned to *management*, making a DMO the leading organizational entity which may encompass the various authorities, stakeholders and professionals and facilitates partnerships towards a collective destination vision. Often, it is recommended that DMOs work alongside their members and stakeholders (hotels, restaurants, activity providers, etc.) to develop an overarching and cohesive strategic plan for marketing and developing the area.

1. Name and describe two core resources and competencies that a wellness destination can have.

* Natural resources
* Cultural, historical, and spiritual resources
* Complementary and alternative medicine offerings
* Wellness-specific superstructure
* Wellness-related events
* Crossover of wellness with other activities/offerings

1. Name and discuss two actions a destination can take to maintain itself for future generations.

* Taking action to eliminate pollution and any destroying of nature, so guests can enjoy easily accessible intact natural areas. Regular monitoring is essential so any damage can be recognized and remedied quickly.
* Incorporating natural resources into the destination’s product offering.
* Offering wellness treatments based on indigenous or local health and wellbeing traditions.
* Ensuring food and beverages that are part of the wellness product are organic and/or locally sourced.
* Highlighting the local culture through events, museums, and sites made accessible to visitors.
* Living up to expectations created by the destination’s marketing campaigns.
* Basing the destination’s overall reputation on health and wellness.

1. Name and give examples of three of the macro-level factors that affect wellness tourism.
   1. Social/Cultural
   2. Economy
   3. Political/Legal
   4. Ecology/Environment
   5. Technology
2. Name and discuss two ways DMO’s can improve a region wellness tourism offerings.

* Ensuring sustainability to maintain its environmental, social and cultural integrity, and its authenticity, resources, and character
* Strengthening institutional governance and bringing together all stakeholders to make decisions for the purpose of a collective gain
* Avoid overlapping and identifying gaps between entities to avoid duplicating efforts while recognizing areas that need additional attention
* Spreading the benefits of tourism by increasing and keeping jobs in the local community
* Building a tourism culture in the destination by giving residents a voice in the tourism development process and encouraging a positive attitude toward visitors
* Improving tourism yield by optimizing capacity and length of stay, and maximizing distribution
* Building and delivering a strong and vibrant brand identity that is closely connected to the identified values of the destination