

Answers to multiple-choice questions

The correct answer to each question is shown in **bold font**.

Section 5: Sociocultural exchanges

- 1 An area that has been a rich source of cultural traits is known as a:
 - A cultural centre
 - B cultural hearth**
 - C cultural focus
 - D cultural core

- 2 The extent to which cultures are intermixed is referred to as:
 - A cultural fusion
 - B cultural assimilation
 - C cultural mixture
 - D cultural hybridity**

- 3 The country with the greatest variety of languages is:
 - A Papua New Guinea**
 - B Nigeria
 - C India
 - D Mexico

- 4 In 2007 international tourist arrivals reached a record of almost:
 - A 300 million
 - B 500 million
 - C 700 million
 - D 900 million**



- 5 The first package tours were arranged by:
- A **Thomas Cook**
 - B Going Places
 - C Tui Travel
 - D Cosmos
- 6 The core–periphery enclave model of tourism was proposed by:
- A Harvey
 - B **Britton**
 - C Doxey
 - D Smith
- 7 The headquarters of Coca-Cola are in:
- A Chicago
 - B Seattle
 - C **Atlanta**
 - D New Orleans
- 8 The totality of consumer perceptions about a brand is referred to as:
- A **brand image**
 - B brand identity
 - C brand aura
 - D brand value
- 9 The dispersal of people from their original homeland is known as:
- A a migration fan
 - B **a diaspora**
 - C an ethnic wave
 - D a national collective



- 10** The gradual process of migrants integrating into mainstream communities is:
- A racial assimilation**
 - B racial deconcentration
 - C racial awareness
 - D racial displacement
- 11** The complex pattern and mixture of residential areas in a city is referred to as the:
- A urban quilt
 - B urban patchwork
 - C urban mosaic**
 - D urban assemblage
- 12** The most cosmopolitan city in Europe is:
- A London**
 - B Paris
 - C Madrid
 - D Berlin
- 13** The concentration of individual ethnic groups in particular urban districts is referred to by the term:
- A ethnic towns
 - B ethnic hamlets
 - C ethnic settlements
 - D ethnic villages**



- 14** People who are descendants from the original ethnic group(s) in a country are known as the:
- A** **indigenous population**
 - B original population
 - C first population
 - D home population
- 15** The Zingu people live in:
- A Papua New Guinea
 - B Brazil**
 - C Peru
 - D Namibia
- 16** The practice of promoting the culture or language of one nation in another is known as:
- A cultural direction
 - B cultural dominance
 - C cultural imperialism**
 - D cultural pressure