Course "The importance of marketing and social branding in tourism destinations"
Self-assessment on Section 3 – Locals' involvement and place representation

1. **Stakeholders are:**
   - Any groups or individual who can affect or is affected by the achievement of the organization objectives
   - A person, company, or institution that owns at least one share of a company's stock or in a mutual fund
   - Groups of interest in media industry

2. **The Agenda 2030 is the UN (United Nations) document for:**
   - Sustainable development
   - Reduction of GHG emissions
   - Geopolitical collaboration between its member states for economic development and international safety

3. **In the tourism system, the tourist offer is:**
   - The set of suppliers operating in the business-to-business market
   - The set of companies engaged in the production and delivery of tourism products and services to tourists
   - An individual product (e.g., a cruise)

4. **When mapping the stakeholders of a destination it is important to:**
   - Identify the categories of stakeholders, engage them
   - Identify the categories of stakeholders, place them into a positioning map in order of proximity and importance to our project/goal
   - Identify the categories of stakeholders, place them into a positioning map in order of proximity and importance to our project/goal, engage them

5. **Destination management has to do with:**
   - The strategic coordination of all the elements that make up a tourism destination
   - The policies dedicated to the destination
   - Policies dedicated to tourism industry

6. **In destination development, a participatory approach is characterized by:**
   - A top-down approach, with the involvement of only government actors
   - A bottom-up approach, with the involvement of only government actors
   - A bottom-up approach, with the involvement of also non-government actors

7. **An ecomuseum is:**
   - A museum treating ecological issues
   - A dynamic way in which communities preserve, interpret, and manage their heritage for a sustainable development
   - A dynamic way in which experts preserve, interpret, and manage cultural heritage for a sustainable development

8. **Who is the local community composed of?**
   - Residents of a specific area, who might have various degrees of connections and interests in the tourism field
   - Only people working in the tourism industry, who are also residents of the area
   - Manly representatives of local administrations

9. **Why is the collaborative approach important for sustainable tourism development?**
    - Because it has been recently imposed by WTO as part of the 2030 Agenda
    - Because local administrations now want to share decisional power between residents, regarding tourism planning
    - Because tourism can be sustainable only if it takes into account its impacts, addresses the needs of visitors, the industry, the environment and host communities

10. **Cultural tourism and local communities are strongly connected because:**
    - The cultural tourism offer is always managed by local residents
    - Cultural tourism comprises cultural heritage, which is made of knowledge, oral traditions, rituals, social practices and all of that constitutes the identity of a community
    - The stakeholders of a destination often perceive the cultural tourism offer as an easy source

Answers:

1. Any groups or individual who can affect or is affected by the achievement of the organization objectives

2. Sustainable development

3. The set of companies engaged in the production and delivery of tourism products and services to tourists

4. Identify the categories of stakeholders, place them into a positioning map in order of proximity and importance to our project/goal, engage them

5. The strategic coordination of all the elements that make up a tourism destination

6. A bottom-up approach, with the involvement of also non-government actors

7. A dynamic way in which communities preserve, interpret, and manage their heritage for a sustainable development

8. Residents of a specific area, who might have various degrees of connections and interests in the tourism field

9. Because tourism can be sustainable only if it takes into account its impacts, addresses the needs of visitors, the industry, the environment and host communities

10. Cultural tourism comprises cultural heritage, which is made of knowledge, oral traditions, rituals, social practices and all of that constitutes the identity of a community