

Escape 2

Module 4: Stimulating demand in rural tourism

Assessment: Multiple-choice quiz

1. Rural areas attract tourists only because of their natural and cultural heritage.	a. True b. False
2. In order to attract more tourists Agrotourism entrepreneurs and owners of businesses in rural areas should :	a. start with preparing a concept note with ideas and actionable plan for rural tourism b. make big financial investments in their business
3. What does Rural tourism provide?	a. valuable commercial and employment opportunities b. local economic growth and social change c. Both
4. Is there currently a large rural-urban gap in the use of digital tools by micro and small accommodation enterprises in rural areas?	a. Yes b. No
5. According to the collected data, the use of digital tools by rural businesses is low due to :	a. Lack of access to mobile internet b. insufficient awareness of the digital tools available c. insufficient digital literacy to utilize them d. All of them are correct

<p>6. What is the main digital tool in the accommodation sector?</p>	<p>a. CRM b. Regular newsletters c. Press releases d. Website</p>
<p>7. The EU is committed to supporting the development of rural tourism and small businesses through several funds.</p>	<p>a. True b. False</p>
<p>8. Which of these terms do not refer to marketing tools for stimulating the demand in rural tourism?</p>	<p>a. Website & Social media b. Partnerships with local schools/universities/Local Action Groups etc c. Local press/radio/TV advertising d. Staff training and internal teamwork events</p>
<p>9. The circular economy is a model of production and consumption, which involves sharing, leasing, reusing, repairing, refurbishing and recycling existing materials and products as long as possible.</p>	<p>a. True b. False</p>

10. Which one is **NOT** true?

a. Stimulating demand is possible by working in a network and circular economy.

b. Rural entrepreneurs should implement different Activities/dynamics to stimulate their creativity in order to stimulate the demand.

c. Stimulating demand is only possible by investing lots of financial resources.

