

QUIZ THC 1-ORIGIN OF TOURISM IN THE PHILIPPINES

Part I: Multiple Choice (1-10)

Choose the best answer.

1. Who discovered the Philippines and named it *Las Felipinas*?
 - a) Miguel López de Legazpi
 - b) Ferdinand Magellan
 - c) Christopher Columbus
 - d) Vasco da Gama
2. Tourism in the Philippines began primarily when:
 - a) Magellan arrived
 - b) Early Filipinos traveled for food
 - c) The PTTA was established
 - d) Airlines connected Manila to other countries
3. What was the primary purpose of inter-tribe travel in early Philippine society?
 - a) Business
 - b) Leisure
 - c) Trade and survival
 - d) Religious pilgrimage
4. What does “colorum” mean in the context of early Philippine tourism?
 - a) Legal tour agency
 - b) Illegal tour handling
 - c) Government-regulated transport
 - d) Luxury cruise line
5. Which organization was established in 1952 to promote Philippine tourism?
 - a) Department of Tourism (DOT)
 - b) Philippine Travel Association (PTA)
 - c) Philippine Tourist and Travel Association (PTTA)
 - d) Board of Travel and Tourist Industry (BTTI)
6. The **Galleon Trade** primarily connected the Philippines to:
 - a) China
 - b) Spain
 - c) Mexico
 - d) Japan
7. During which period did tourism in the Philippines temporarily flourish despite political issues?
 - a) 1960s
 - b) 1970s (Martial Law)
 - c) 1980s
 - d) 2000s

8. What was one of the main reasons the Philippines became a “bargain destination” in the 1970s?
 - a) Expensive accommodations
 - b) Safety, better services, and government support
 - c) Introduction of colorum tours
 - d) Decline in international interest

9. The campaign “It’s More Fun in the Philippines” was launched to:
 - a) Regulate illegal tours
 - b) Promote domestic tourism only
 - c) Attract international visitors
 - d) Limit tourism to certain provinces

10. Which of the following factors still affects Philippine tourism compared to neighboring Asian countries?
 - a) Natural resources
 - b) Number of islands
 - c) Number of tourist arrivals
 - d) Historical monuments

ANSWER KEY

Multiple Choice:

1. b) Ferdinand Magellan
2. b) Early Filipinos traveled for food
3. c) Trade and survival
4. b) Illegal tour handling
5. c) Philippine Tourist and Travel Association (PTTA)
6. c) Mexico
7. b) 1970s (Martial Law)
8. b) Safety, better services, and government support
9. c) Attract international visitors
10. c) Number of tourist arrivals