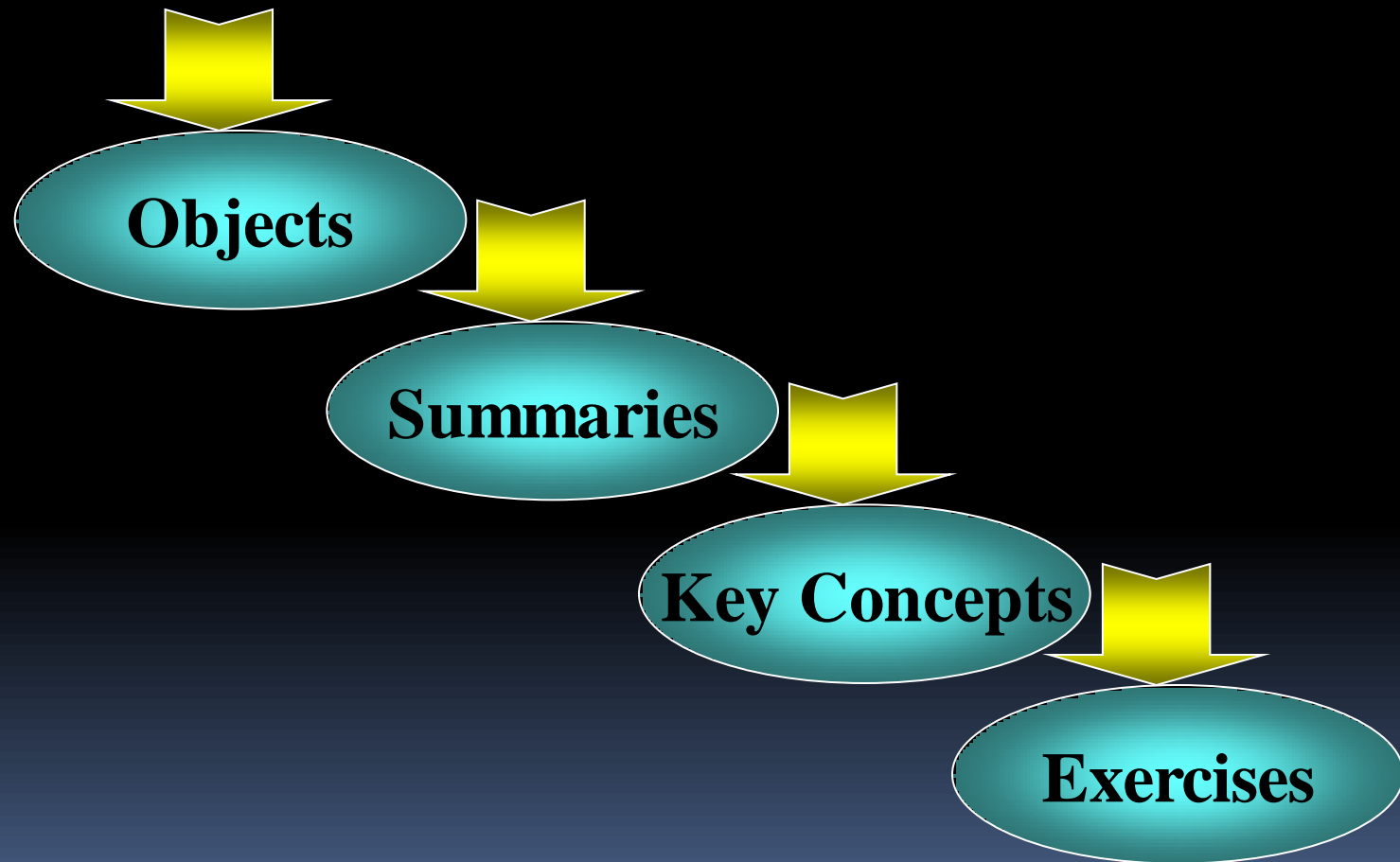


# Chapter 2: Investigation of Tourism Marketing Survey



# Discussion Questions

- 1. What role should marketing research play in helping a firm to implement the marketing concept?**
- 2. How does a marketing information system differ from a marketing intelligence system?**
- 3. You own an elegant, high-price restaurant in your area and want to improve the level of service offered by your thirty-person stall. How could observational research help you accomplish this goal?**
- 4. List some research tasks for the following areas: distribution decisions, product decisions, advertising decisions, personal selling decisions, and pricing decisions.**
- 5. Explain why defining the problem and research objectives is often the most difficult step in the research process.**
- 6. Researchers usually start the data-gathering process by examining secondary data. What secondary data sources would be available to the manager of a full-service restaurant that wanted to research consumer trends?**

# Discussion Questions

## (Continue)

7. Which type of research would be most appropriate in the following situations, and why?
- a. A fast-food restaurant wants to investigate the effect that children have on the purchase of its products.
  - b. A business hotel wants to gather some preliminary information on how business travelers feel about the menu variety, food, and service in its restaurants.
  - c. A casual restaurant is considering locating a new outlet in a fast growing suburb.
  - d. A fast-food restaurant wants to test the effect of two new advertising themes for its roast beef sandwich sales in two cities.
  - e. The director of tourism for your state wants to know how to use her promotion dollars effectively.
8. Focus group interviewing is both a widely used and widely criticized research technique in marketing. What are the advantages and disadvantages of focus groups? What advantages and disadvantages of focus groups? What are some kinds of questions that are appropriate for focus groups to investigate?