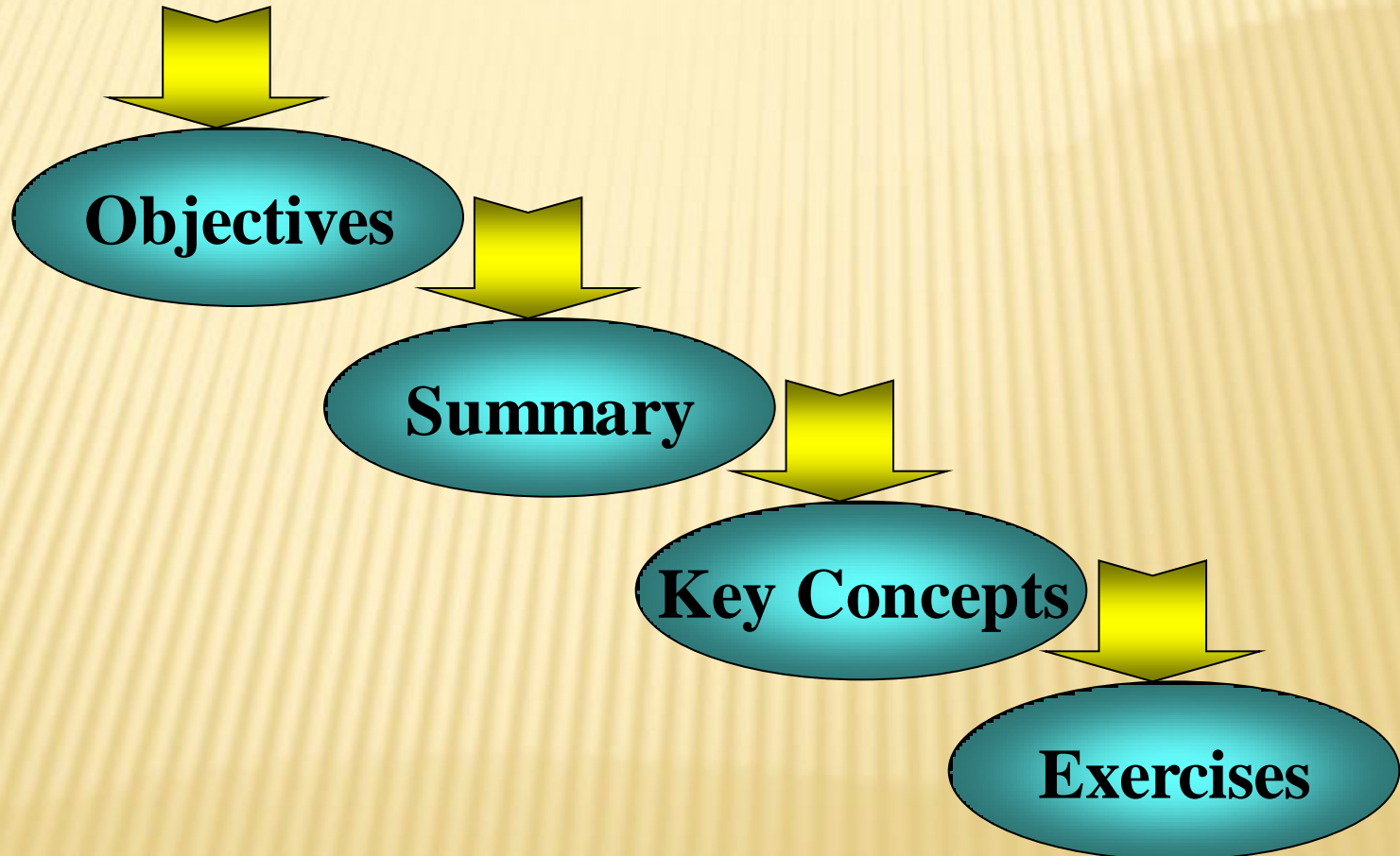


Chapter 8: Policies of Tourist Price



Discussion Questions

- 1. Up-selling is one method to increase revenue. Please give examples to illustrate tourism industry use the up-selling to make their guests feel more satisfied.**
- 2. You have just been hired as the manager of a local hotel restaurant. General manager wants you to evaluate the price and to determine if there are any problems that need to be adjusted. How do you accomplish this task?**
- 3. In this chapter, we discussed a number of factors that can affect price sensitivity. Please give examples to illustrate the application of these factors in the tourism industry.**
- 4. Many restaurants pack products to sell at low prices. For example, some restaurants used to sell salad together with any other food. And now they offer meals including salad. However, previous cheap meals did not provide salad. Do you think that this restaurant was not focusing on bundled products, and why? When can price bundling be effective?**

Discussion Questions (Continue)

5. Please give a valid example of price discrimination pricing.

It should be a good example to support your argument.

6. Is Revenue Management able to create and maintain the customer?

Or, is it a short-term method to increase revenue?

7. Airlines and hotels often provide business travelers frequent flyer reward journey, giveaways and a free companion ticket in order to attract them. These promotions are usually another form of price discounts. In this way, though travelers get affordable, airlines and hotels don't get benefits from low prices. Is this ethical?