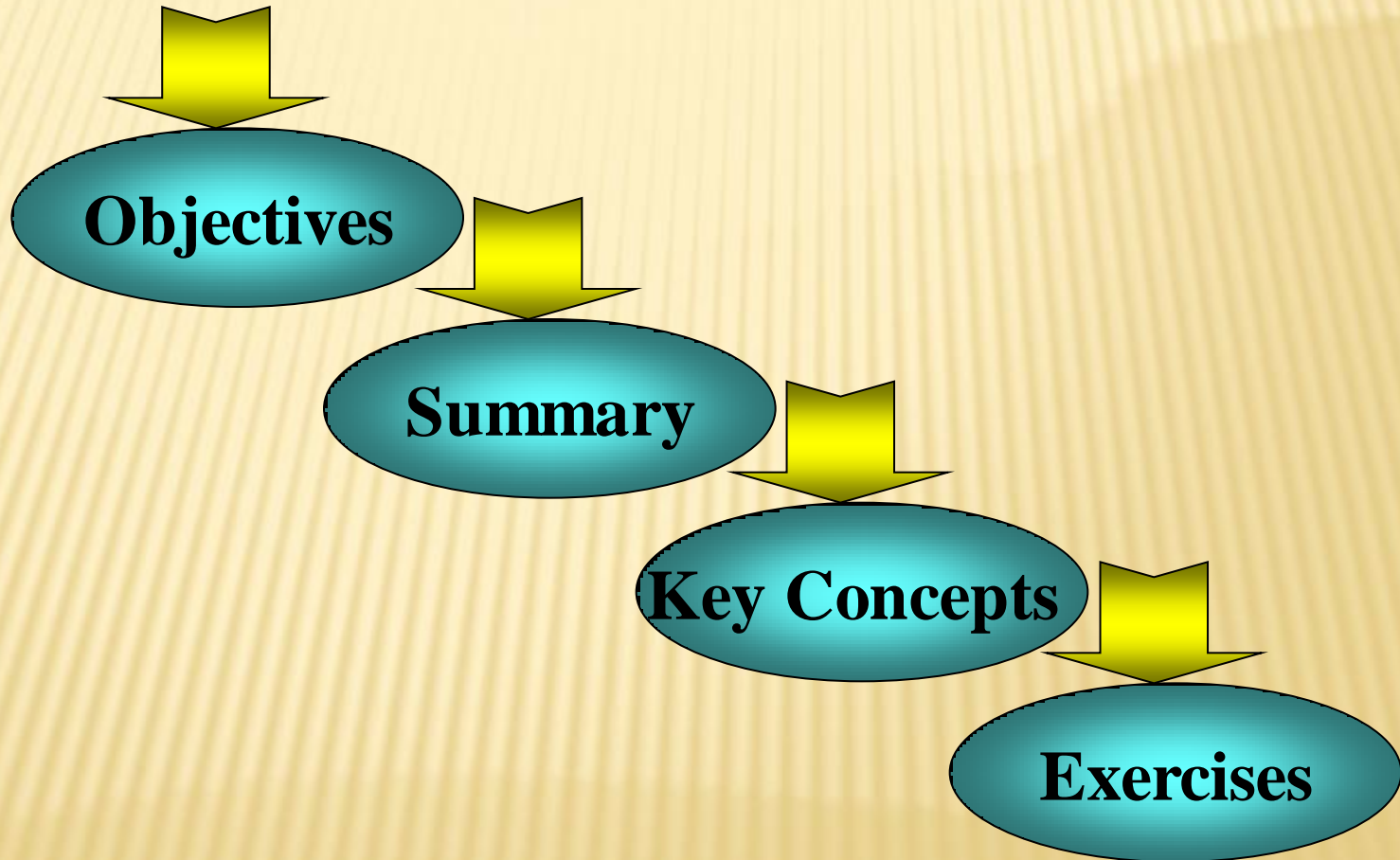


Lecture 6: Segmentation of Tourism Market



Discussion Questions

- 1. What are market segmentation, target market selection and market positioning?**
- 2. Select a reception-type enterprise, such as a hotel or a McDonald's restaurant, a fast food restaurant. Please analysis its market segments (here are the hotel market and restaurant market) and one of target markets they choose. Then explained how they distinguish themselves from competitors and position in the market.**
- 3. Choosing one restaurant or hotel that you think it might have a good segment in your community, and giving some marketing mix strategies after the market segmentation.**

Discussion Questions (Continue)

- 4. A person would like to start a restaurant which can provide service for all kinds of people. Why do we think that this is a dangerous strategy?**
- 5. Think about your classmates. Can you use different standards to divide them into several types?
What is the variable you used to do this kind of division?
Can you provide them with relevant tourism products?**
- 6. In the process of products positioning, what are the roles of characteristics of the product itself and the perception of the product characteristics? Do product characteristics of one brand which is similar with several other competitors can contribute to the success of its positioning strategy?**