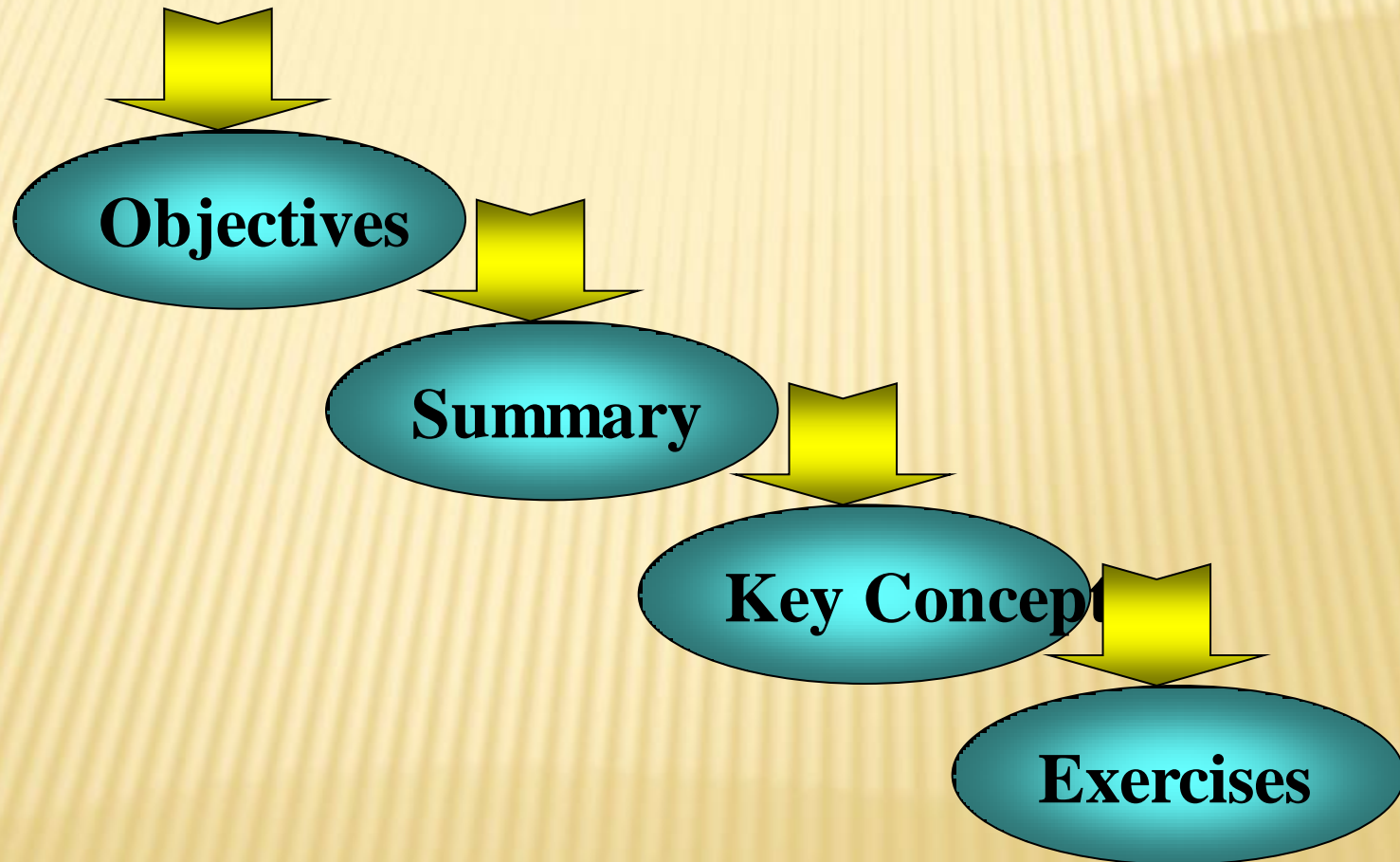


# Chapter 7: Policies of Tourist Product



# Discussion Questions

- 1. A popular concept in the fast-food marketing is family room, the varieties can be described as all-encompassing, from pizza and hamburgers to fried chicken. What do you think is the reason for the rapid growth of the demand for this service? How can marketers improve their competitive advantage through meeting the growing and diverse needs?**
- 2. Using one product in tourism and the service and reception industry as an example to explain the following nouns: (1) extended products; (2) expected products; (3) potential products.**
- 3. As the manager of a hotel or restaurant, how will you get the new idea for product?**
- 4. Almost one-third of new ideas for products come from customers. Whether such a ratio is contradicted with the idea that "to find the needs and try to satisfy them"? Why?**

## Discussion Questions (Continue)

- 5. If you are a manager who is in charge of the development of a new product for a national fast-food restaurant, what factors will you take into consideration when you are choosing a new fast-food marketing pilot city? Whether the city you live now is an appropriate pilot market? Please explain your reasons.**
- 6. Explain why a lot of people are willing to pay higher prices for branded products? From the fact, what do you think about product brand value?**
- 7. Sheraton Hotel has recently made a change to the name of Sheraton Inns across all the country. And the new name is Four Points Hotels. What are the possible risks and benefits of this strategy? You can combine the concept of brand strategy to answer this question.**
- 8. New product life cycle concept is applied to a hotel. What the company should do to avoid the products to the recession stage?**