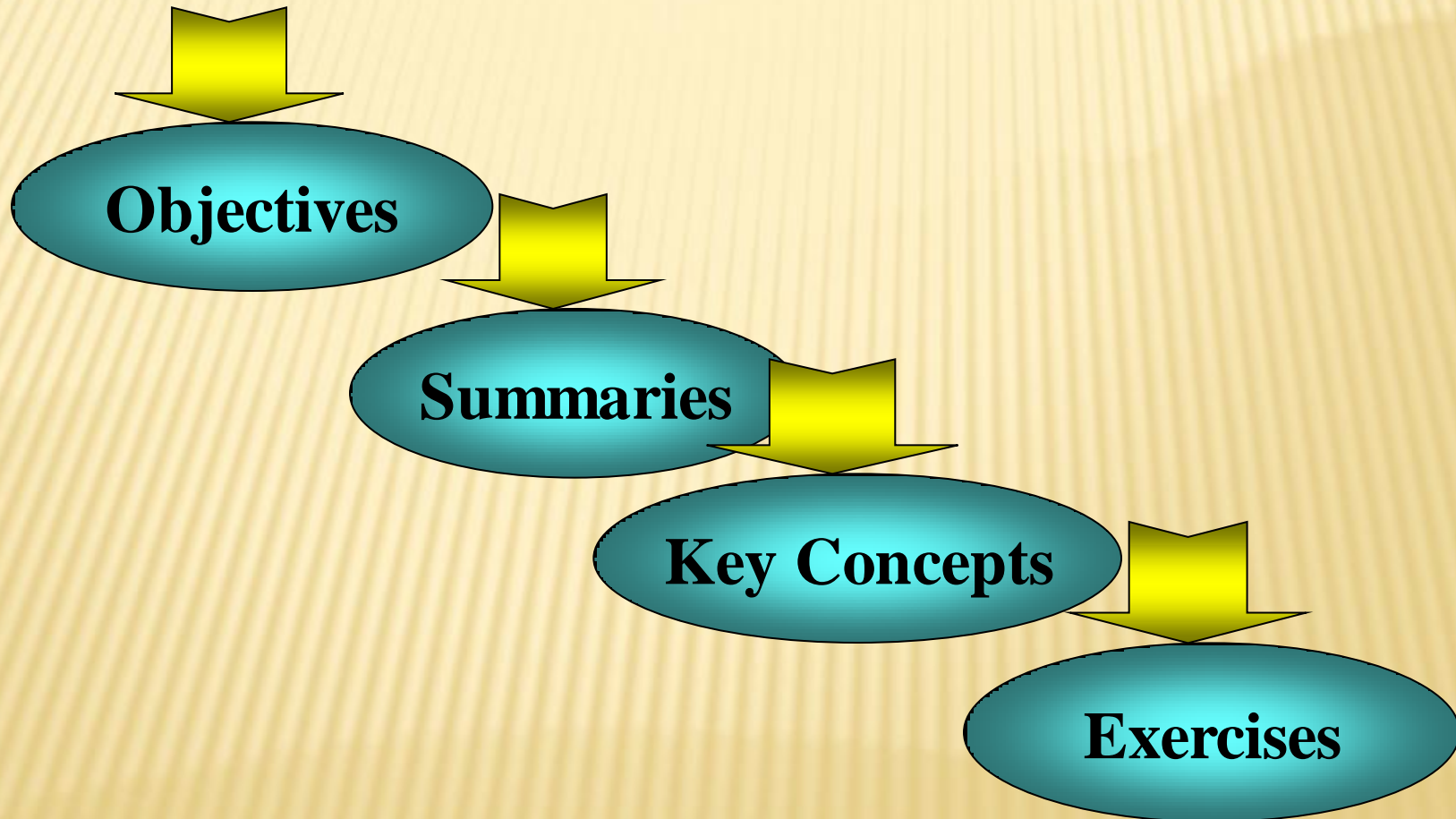


Chapter 1: Introduction to Tourism Marketing Management



Exercises

- 1. Please explain the definitions of tourism, and the relationship between tourism, leisure and recreation.**
- 2. What are the core principles underlying tourism ?**
- 3. Please define the technical terms, such as international tourism, long haul, short haul, inbound, outbound, internal tourism, excursionist.**
- 4. Please give several examples about tourism supply sectors.**
- 5. What are the underlying principles of service marketing as being applied to tourism, please explain them?**
- 6. What are the factors which make tourism marketing different ?**

Discussion Questions

- 1. Illustrate how a hotel, restaurant, or theater can deal with the intangibility of the service it provides. Give specific examples.**
- 2. Illustrate how a hotel, restaurant, or theater can deal with the inseparability of the service it provides. Give specific examples.**
- 3. Illustrate how a hotel, restaurant, or theater can deal with the variability of the service it provides. Give specific examples.**
- 4. Illustrate how a hotel, restaurant, or theater can deal with the perishability of the service it provides. Give specific examples.**
- 5. Wendy's serves its hamburgers "fresh off the grill". This assures high quality but creates leftover burgers if the stall overestimates the demand. Wendy's solves this problem by using the meat in chili, tocos, and spaghetti sauce. Relate how airlines solves the perishability of unsold seats. Give additional examples of perishability and how service firms address it.**
- 6. Discuss how the service person in a restaurant is part of the product the customer receives when purchasing a meal.**
- 7. What are some common management practices that restaurants use to provide a consistent product?**
- 8. What are internal and interactive marketing? Give an example of how a specific firm or organization might use these concepts to increase the effectiveness of its services. How might these concepts be linked to services differentiation?**