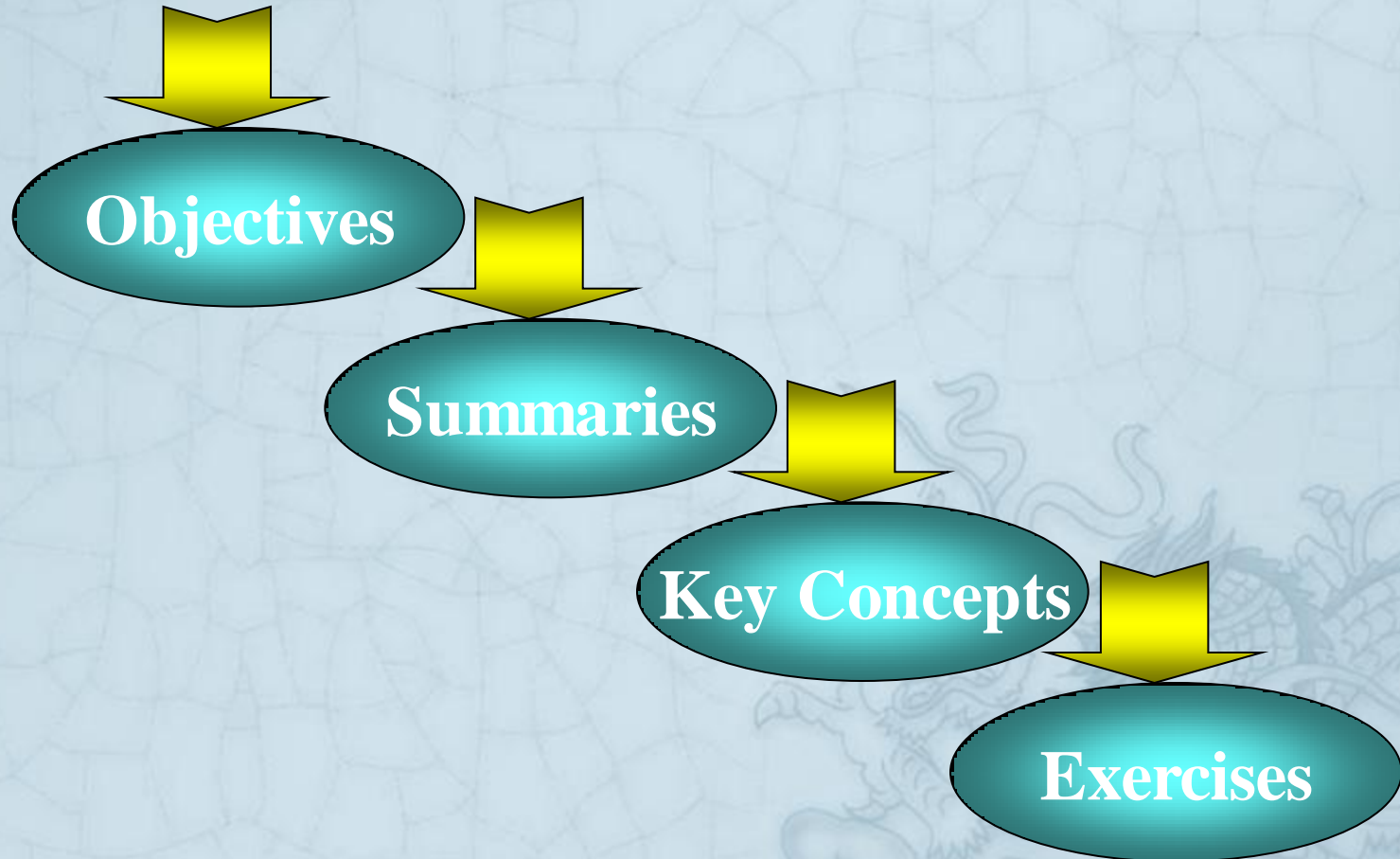


Chapter 3: Environment of Tourism Marketing



Discussion Questions

- 1. What environmental trends will affect the success of a first-class hotel chain, such as Crown Holiday Inn, Hyatt or Sofited, over the next ten years?
If you were corporate director of marketing for this type of hotel, what plans would you make to deal with these trends?**
- 2. There are more and more people are aging with the oldest members in their mi-fifties. List some marketing opportunities and threats associated with this demographic trend for the hospitality and travel industry.**
- 3. How have environmental trends affected the design of hotels?**
- 4. Explain how environmental trends have affected the food and beverage offerings of a business-class hotel such as Crown Holiday Inn, Sheraton, Holton, or Sofitel.**

Discussion Questions (Continue)

- 5. If we have little control over the macro-environment, why should we be concerned with it?**
- 6. What environmental trends will affect the success of The Walt Disney Company or a theme park in the first decade of the 21st century? If you were in charge of marketing at Disney or a theme park, what plans would you make to deal with these trends?**
- 7. How had the local Chinese restaurant concept changed in the past 20 years? What environmental forces were behind these changes? How will the local Chinese restaurant concept change in the next decade, given the new forces operating in the environment?**