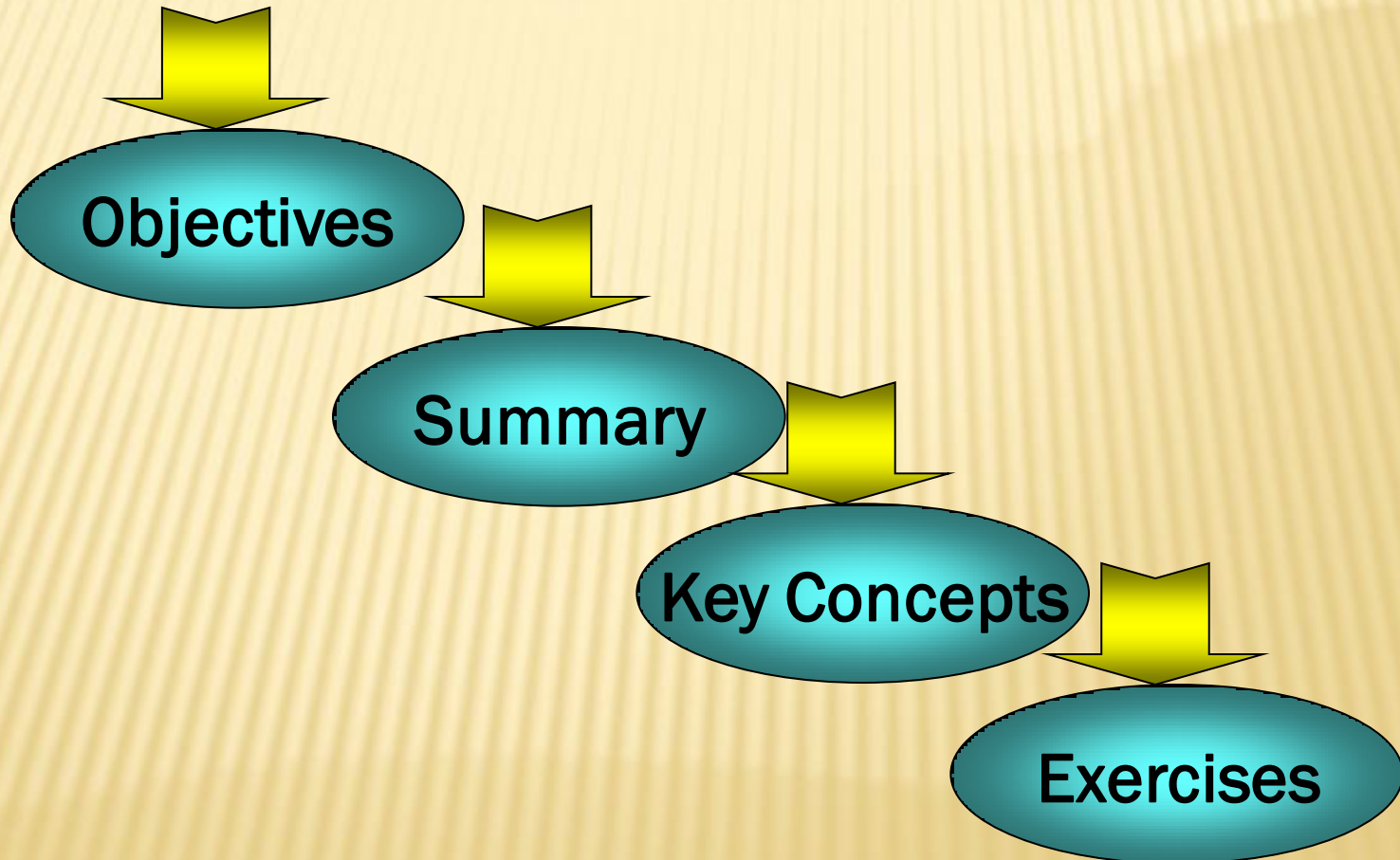


Chapter 10: Policies of Tourism Marketing



Discussion Questions

- 1. Is it possible for an advertising company to advertise for two competing clients? What degree of competition is a fierce competition among competitors?**
- 2. Give examples for a hotel or a travel company's advertising and also give examples of their competitors' advertising, which ad do you think is more effective? Which can play the most touching part? What is your favorite thing in the ad? What changes can be made in order to get a better ad?**
- 3. Give examples of marketing activities for a hotel and a travel company. What is the goal of marketing? Do you think this example can be achieved to its target? Which part is more interesting and vivid? Do you think this animated is constant? Why or why not? What are the negative effects of the marketing activities? What are the disadvantages of the general marketing?**

Discussion Questions (Continue)

- 4. Is it wise for chain of hotels to expend parts of the advertising expenses for public relations activities?**
- 5. How a travel destination determines what and who to promote?**
- 6. Describe the activities of a festival to attract tourists that you are familiar with (such as festivals, concerts, sports competitions, etc.). Do you think these activities have take some measures to promote validly? If so, why? If not, how to improve?**
- 7. Choose a city, region, state or county that you think its tourism promotion activities are validly, and explain why? In particular, you can discuss the benefits of the media, target groups, as well as promotional activities for the local tourism.**