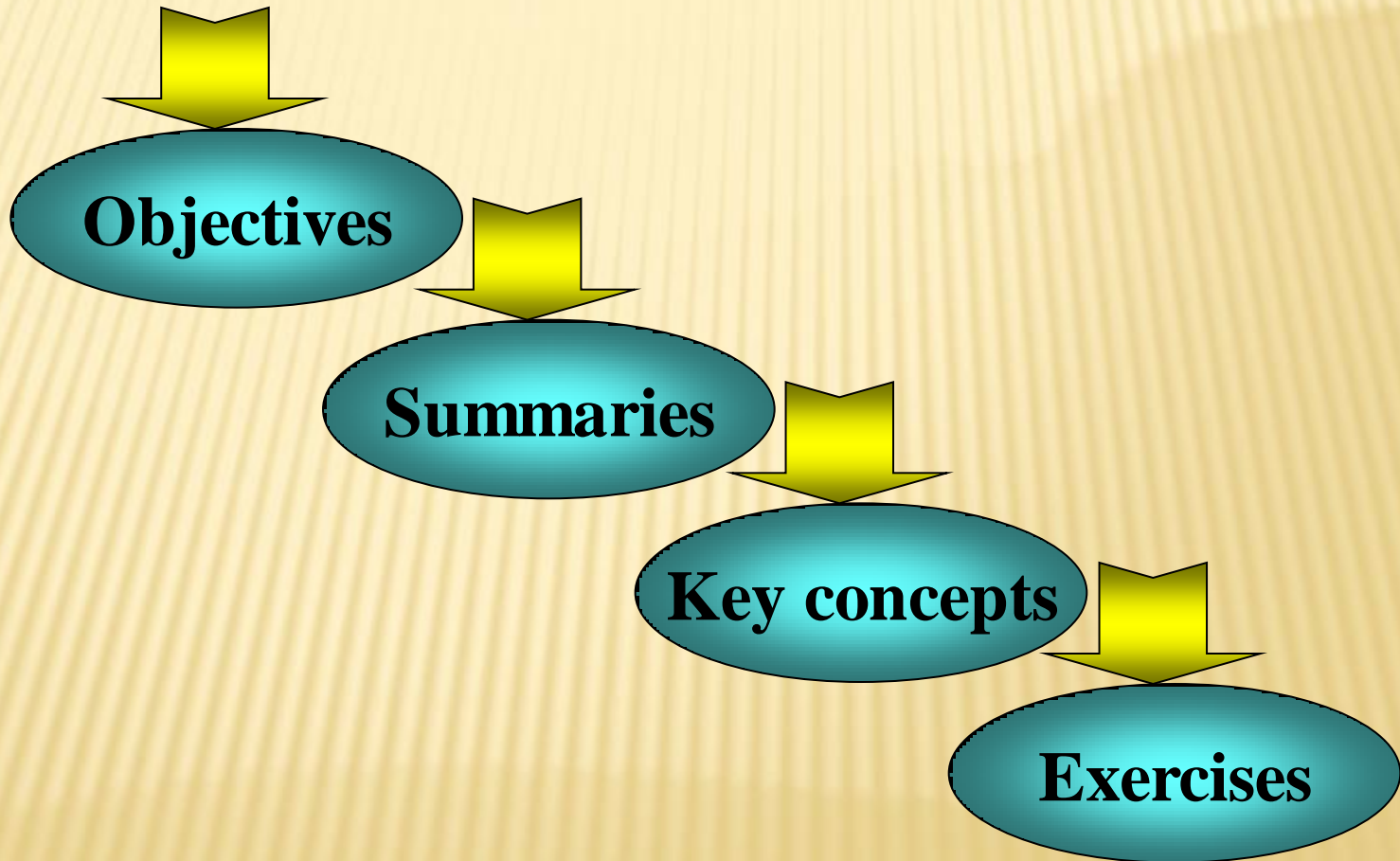


# Chapter 5: Tourist Behavior Modes and Decision-Making Evaluation



## Discussion Questions

- 1. The buying center consists of six roles. Why is it important for marketers to understand these roles?**
- 2. How would a catering sales manager handle a mother and daughter making arrangements for the daughter's wedding differently from a meeting planner from a major corporation wishing to get a quote on a regional sales meeting which she has already done in five other cities?**
- 3. How can a hotel sales representative identify who is responsible for Purchasing meeting space, banquets, and rooms for corporate travelers in the corporate headquarters of an insurance company?**
- 4. Discuss the major environmental influences that affect the purchase meeting space by IBM for its sales meetings.**