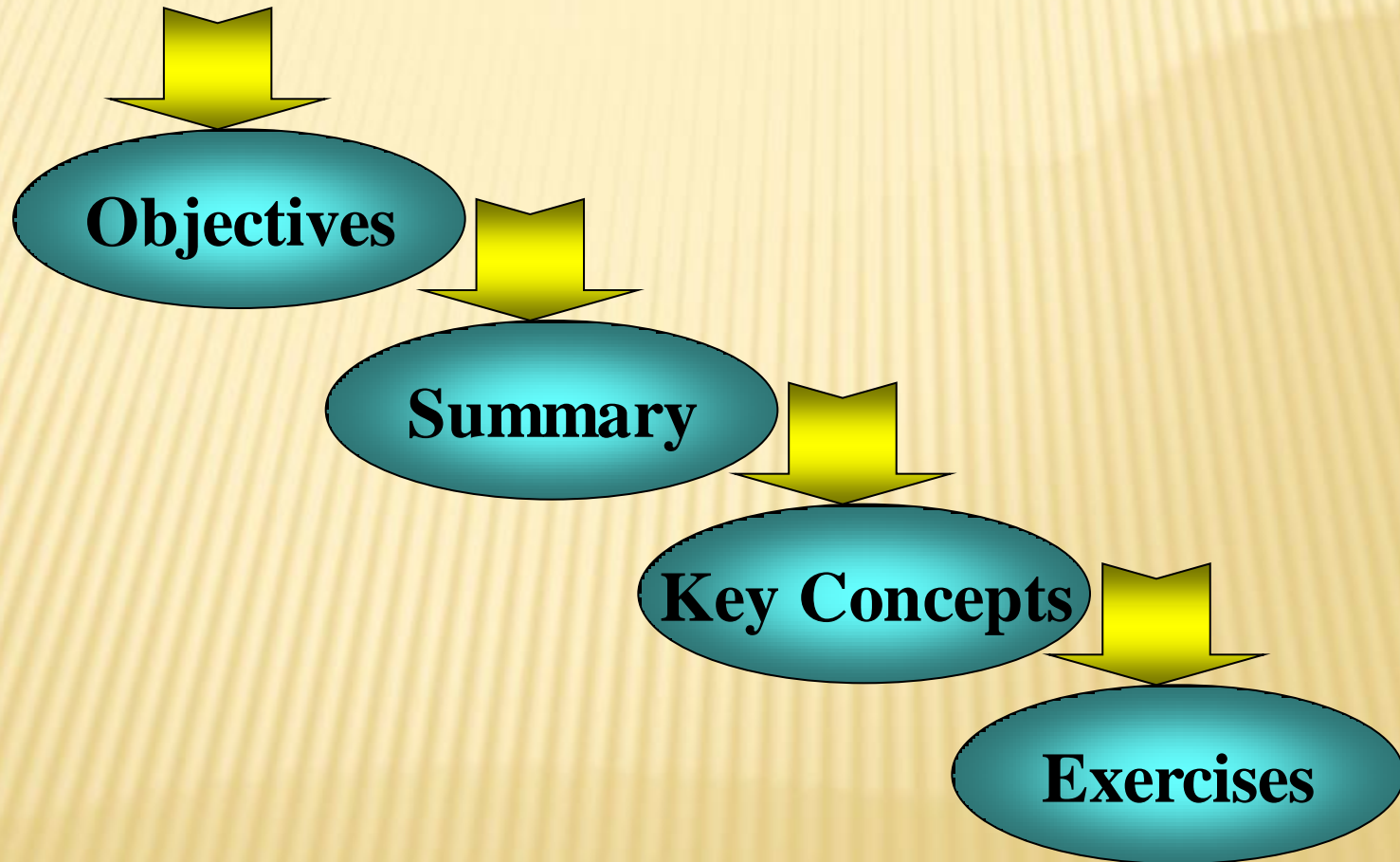


# Chapter 11: Management of Tourism Marketing



## Discussion Questions

- 1. Why is it important for tourism industry to establish sales targets and a variety of goals for sales team?**
- 2. Many people feel they do not have the ability to become a successful salesman. How can training help people develop the ability on sale?**
- 3. An excellent salesman is familiar with both their own products and competitors' products. If your company wants you to sell a products which is worse than your competitor's products, what will you do?**
- 4. It is said that every recommended can be divided into two parts. One is the work that salesman does for himself and another is the work that the organization do for salesman. What is the difference between the work of the sales managers and sales representatives?**

## **Discussion Questions (Continue)**

- 5. What is the purpose of the marketing plan?**
- 6. What is the relationship between environmental factors and annual marketing plan?**
- 7. Why is it so important to determine the market potential?**
- 8. How can the marketing plan describe the market segments and target market?**
- 9. Whether marketing objectives should be quantified? Why?**
- 10. Is it necessary to perform marketing control in marketing plans? Or is it a choice for the management training?**