

Tourism Management

Question Bank

1. What are typical costs for tourism businesses?
2. Give classification of costs?
3. Explain typical cost profiles?
4. Explain main variations of cost-plus pricing?
5. Explain setting prices in all-inclusive tour operations?
6. Explain key ratios?
7. Explain main working-capital ratios?
8. Explain key financial ratios?
9. Explain industry ratios?
10. Explain formulating a financial plan?
11. Draw the the strategy pyramid?
12. Explain porter's forces?
13. Draw the diagram porter's forces?
14. Explain porter's value chain?
15. Draw porter's value chain?
16. Tourist-driven supply chain for a travel experience?
17. Explain overview of the operations process?
18. Draw overview of the operations process?
19. Explain 6ps operations mix of Bicheno and Elliott?
20. Explain the key stages in a formal yield management system?
21. Draw the travel chains of distribution?
22. Explain human resource management (HRM) in tourism?
23. Draw the input–process–output model?
24. Explain input–process–output mode?
25. Explain Maslow's hierarchy of needs?
26. Draw Maslow's hierarchy of needs pyramid?
27. Explain Alderfer's erg theory?
28. Draw Alderfer's erg theory pyramid?
29. What is an organisation?
30. Explain people?
31. Explain purpose?
32. Explain rules?
33. Explain continuity?
34. Organisational behaviour in tourism businesses?