

5.2_C

... to start _____, we need to consider firstly what marketing is. In other words, why do businesses engage in marketing? And _____, why is marketing so important for tourism? _____ that, I'll talk about market research, because businesses – well, any business, not just businesses in the tourism and hospitality sector – need good information on which to base their marketing strategy. Part of this involves analyzing markets. _____, I'll discuss some basic characteristics of markets, and I'll _____ by mentioning some different types of markets.

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Answers

... to start with, we need to consider firstly what marketing is. In other words, why do businesses engage in marketing? And secondly, why is marketing so important for tourism? After that, I'll talk about market research, because businesses – well, any business, not just businesses in the tourism and hospitality sector – need good information on which to base their marketing strategy. Part of this involves analyzing markets. Then, I'll discuss some basic characteristics of markets, and I'll finish by mentioning some different types of markets.