

Sales Management

Assignment Guidelines:

This assignment requires students to explore modern sales management practices in tourism and hospitality. Students should examine digital and traditional sales models, customer relationship strategies, and ethical approaches.

Submission Format:

- Detailed project report
- **Font: Times New Roman, Size: 12, Spacing: Double**
- **Word Count: 4000–5000 words**
- **Submission Deadline: 24th October 2025**

Assessment Criteria:

- Depth of sales theory knowledge (20%)
- Application of strategies (20%)
- Innovativeness in models (20%)
- Real-world relevance (20%)
- APA formatting (20%)

Mandatory Sections:

- Title Page
- Table of Contents
- Abstract
- Introduction
- Literature Review
- Methodology
- Findings
- Discussion
- Conclusion
- References
- Appendices

Assignment Task – Choose ONE of the following written assignments:

Option 1: AI-Driven Sales Strategies in the Hospitality and Tourism Industry

Write a report on how AI transforms sales. Your paper should:

- Explore AI chatbots, predictive analytics, and CRM.
- Assess personalization and data-driven conversion.
- Evaluate ethical issues of AI-driven sales.
- Provide case studies of hotels and airlines.

Option 2: Relationship Selling as a Tool for Building Long-Term Customer Loyalty

Prepare a strategic paper on relationship selling. Your paper should:

- Compare principles of relationship vs. transactional selling.
- Explore role of empathy, trust, and loyalty programs.
- Assess case studies from hotel chains and agencies.
- Recommend frameworks for long-term engagement.

Option 3: Ethical Challenges in Sales Management – Balancing Profitability and Consumer Trust

Analyze ethical dilemmas in tourism sales. Your paper should:

- Explore issues such as overbooking and hidden fees.
- Discuss consumer protection and reputational risks.
- Recommend ethical sales frameworks.
- Use real-world examples from tourism businesses.