

Sales Management

Assignment Guidelines:

Critically analyze sales strategies in tourism, focusing on consumer behavior, sales force management, and digital tools like CRM systems. Explore how factors such as technology, social trends, and post-pandemic changes influence sales strategies. Provide innovative recommendations for maximizing revenue and enhancing customer satisfaction

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:

- Application of consumer behaviour theories (20%)
- Critical evaluation of behavioral trends (20%)
- Innovativeness in strategy recommendations (20%)
- Use of real-world data and case studies (20%)
- Structure, clarity, and 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: Sales Strategies for B2B Tourism Markets: Building Strong Relationships with Corporate Clients

- Focus on building long-term relationships with corporate clients in the tourism industry, specifically hotels and tour operators.
- Explore techniques for B2B sales, including loyalty programs and custom travel packages for businesses.

Option 2: Maximizing Sales through Digital Channels: How Online Booking Platforms are Revolutionizing Tourism Sales

- Examine how online booking platforms (OTAs) and digital marketing strategies influence tourism sales.
- Discuss the role of SEO, online advertising, and social media in driving tourism product sales.

Option 3: Sales Management in the Post-Pandemic Tourism Industry: Adapting to Changing Consumer Preferences

- Discuss how sales strategies need to adapt in the post-pandemic tourism market.
- Focus on how new consumer preferences (e.g., wellness travel, eco-tourism) are impacting sales and marketing strategies.