

Operator's strategies _____
Managing

[TSM244] The three main expansion strategies in Tour operation include the following except _____
Product penetration

[TSM244] Where a company creates another business that does not have products or consumers in common with its current business is termed _____
Related diversification

[TSM244] _____ Is used to describe anyone involved in making distribution channel decisions, regardless of his/her job title.
Channel manager

[TSM244] Which of the following is not a problems in relation to the distribution of Tourism services _____
All of the above

[TSM244] Travel agents themselves depend on _____ for advertising, staff training, brochures and computerized reservations systems.
Tour operators

[TSM244] Backward integration means that a business moves up in the chain to acquire a _____
Supplier

[TSM244] Which of the following is not an intermediaries in Tourism business _____
Travellers

[TSM244] National Tourist Organization (NTOs), for example, will have their distribution choices influenced by _____
Government structures

[TSM244] Channel choices in the tourism industry are influenced by factors such as the nature of the tourism products to be _____
Distributed

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