

necessary to aids tourist centres
Facilities

[TSM305] The aim of any company is to _____ the desires and aspirations of the customers
Satisfy

[TSM305] _____ of a product is essential for any organization which is an essential ingredient in the sales and marketing functions
Availability

[TSM305] Sales and marketing is a _____ process
Managerial

[TSM305] Satisfaction of a _____ will gurantee the continuous existence of a company patronage
Consumer

[TSM305] The relationship that exist between a marketing company and the consumer are that of _____ servant-king relationship
Servant-King relationship

[TSM305] The tourist _____ can be analysed in terms of its attractions, its facilities and its accessibility
Product

[TSM305] _____ is the end-product of a satisfactory service
Satisfaction

[TSM305] Tourism _____ is viewed as a process which involves development channelled towards tourist services satisfaction
Marketing

[TSM305] Unlike the normal consumer product or service, the tourist product is marketed at _____ levels
Two

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