

highly

[TSM144] The other marketing elements under services comprise of people, process, and _____ factors
physical

[TSM144] Marketing is all about customers _____
satisfaction

[TSM144] The production and consumption of the service takes place at the _____ time
same

[TSM144] In tourism, _____ and choice of target segment is essential
segmentation

[TSM144] The tourism services are _____ products
intangible

[TSM144] The tourism products consist of several _____ provided by various group
of people
elements

[TSM144] Marketing _____ are also relevant in areas other than in the business of
goods
concepts

[TSM144] Tourism products are _____
inseparable

[TSM144] Consumer does not buy a product for its _____ features but for its
satisfaction
technical

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