

competitors, suppliers and \_\_\_\_\_  
Dill (1958)

[TSM441] The \_\_\_\_\_ structure of the hospitality and tourism firms influence their managerial and resource allocation decisions.  
cost

[TSM441] Market hostility pertains to the unfavourable conditions in a firm's \_\_\_\_\_ environment.  
task

[TSM441] Closed objectives of hospitality and tourism firms describe \_\_\_\_\_ targets and should conform to SMART principles.  
quantifiable

[TSM441] Pine & Gilmore (1998) notes that \_\_\_\_\_ in the hospitality and tourism industry are undergoing a shift from service to experience.  
services

[TSM441] Porter (1979; 1980) developed the \_\_\_\_\_ forces model based on the competitive forces that emanate within the industry environment.  
5

[TSM441] \_\_\_\_\_ and \_\_\_\_\_ organisations could further be classified as small, medium and large scale.  
Hospitality/Tourism

[TSM441] Taxation is the change in the general level of \_\_\_\_\_, and it can result in destinations becoming less competitive.  
prices

[TSM441] Philosophy is not a key component of the \_\_\_\_\_ environment, under the concept of strategic analysis, when analysing corporate strategy in hospitality and tourism.  
external

[TSM441] The characteristics of hospitality and tourism organisations does not include\_\_\_\_\_.  
Dependability

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