

TSM441

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1. Strategic _____ is the field of study that involves the process through which firms define their missions, visions, goals and objectives, etc

--->> management

arrangement

assessment

control

2. Nykiel (2005) observes that the definitions of _____ and tourism industry are often limited by the unique views of sectors within the industry.

travel

events

--->> hospitality

sports

3. _____ is the third domain of the school of thoughts on the strategic management framework

--->> Positioning

Scaling

Upscalling

Delving

4. Strategy implementation have moved towards knowledge-based view, and _____, in the tourism industry and subsectors

nitche market

merger

competition

--->> corporate social responsibility

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Assessment

Sessions

--->> Schools of thoughts

Classes

6. _____ is not a global hospitality and tourism firm.

Hiltons

Intercontinental Hotels

Frasers

--->> Amana logde

7. Strategy entails futuristic thinking and developing a course of _____ to meet goals and objectives.

--->> actions

motions

missions

visions

8. Strategic management can be administered at the _____, business, and functional levels

international

personal

local

--->> corporate

9. A _____, in employment terms, is defined as a company with workforce of fewer than 250 employees.

private establishment

--->> small and medium enterprise

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public corporation

10. _____ management emerged as a field of study in the mid to late 1980.

--->> Strategic

Events

Tourism

Hospitality

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