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ANALYSIS OF THE MARKETING ENVIRONMENT AND COMMUNICATION IN TOURISM BUSINESS

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ABSTRACT

Numerous organizations are continually checking their marketing condition, distinguishing changes in the marketing environment in an opportune way and attempting to adjust to them as fast as could really be expected. The marketing environment is a bunch of variables that influence the marketing exercises of an undertaking, the turn of events and accomplishment of its deals to customers in the objective market. The marketing environment comprises of the interior climate and the outer condition of the venture. The external environment itself comprises of miniature and large scale conditions. A few organizations themselves attempt to impact the promoting environment, shift it in the bearing they need, or possibly forestall any undesirable changes that may happen.

KEYWORDS: *Tourism, Marketing, Hotel Industry, Hospitality, Advertising, 4P, Economy, Innovative Services.*

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