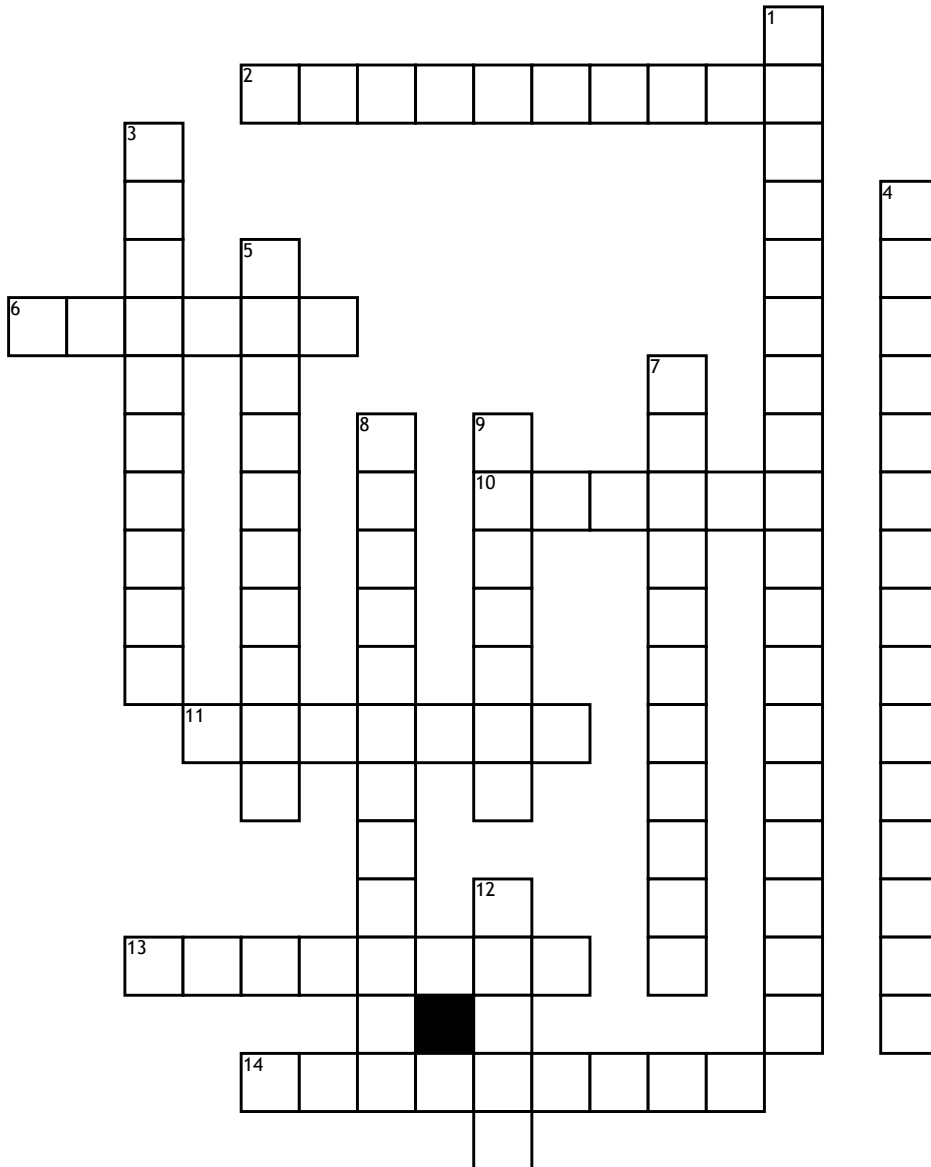


Travel and Tourism Marketing



Across

- 2. The marketing era that was focused on producing as many products as possible
- 6. Which segment does Hertz rental cars belong to?
- 10. The era where marketers heavily use the web for information
- 11. The era where all departments played a role in customer satisfaction

13. The era where businesses recognize their social responsibility in addition to profits

14. an activity that companies do. It involves planning, researching, implementing new ideas, controlling and evaluating the company's results

Down

1. Events completely beyond control of the marketing manager

3. The era where businesses set up departments to coordinate marketing activities

4. What segment does Doe's Eat Place belong to?

5. What segment does a Memphis Grizzlies game belong to?

7. Acceptance and adoption of the marketing concept is marketing.....

8. People that start their own business

9. What segment does Holiday Inn belong to?

12. The era where companies try to beat competition to outsell others