

THE INFLUENCE OF THE MICRO ENVIRONMENT IN THE HOSPITALITY INDUSTRY

INFLUENȚA MICROMEDIULUI ÎN INDUSTRIA OSPITALITĂȚII

Ramona Violeta VASILESCU

„TIBISCUS” UNIVERSITY OF TIMIȘOARA, FACULTY OF ECONOMICS

Abstract:

Any hospitality organization functions in an environment in which uncontrollable forces act and influence the company. This environment can be seen as rapidly and continuously changing, for instance because of the daily technological innovations. The hospitality marketers must understand the needs of the company and quickly adapt them to the changes in the business environment.

Key words: *hospitality, microenvironment, marketing*

JEL classification: M31