Identifying factors : SWOT	**Put S/W/O/ or T in the blank**		
Low skills of employees		Good national GDP	
Strong identity of firm		Participating annual tourism fairs	
Lack of staff training		Successful place branding	
Shortage of skilled human resources		Good attitude of local residents	
A firm's competitive pricing		Good quality of souvenirs	
Strategic marketing mix		Connectivity of land tourism	
Economic recession		Rising of medical tourism	
High demand of domestic travel		Image of drug and prostitution	
High transport accessibility		Increase in cultural awareness	
Well- identified targeted markets		Strong corporate culture	
Product differentiation		Good promotional strategies	
Decrease of tourism resources		Less clear marketing target	
Ageing society		Increasing market competition	
Increase of demanding market		Countries' opening for tourism	
Interest of short break		Advanced technology of product input	
Competition of low cost airlines		VISA extension	
Smart marketing		High market share in tourism business	
Well- established financial statement		Having power over suppliers	
Service- minded employees		Dependency on one market	
Good profile of corporate		High rate of turnover	
Supporting national regulations		Strong core / shares value	
High security of booking system		Good incentive and welfares	
Strong partnership		Lack of product R&D	
Opening of new roads		Low level of leadership	
More investments of built attractions		Acceptance of markets	
Flexible seasonality		Regional tourism growth	
Lower level of market trust		High operating cost	
Growth of accommodation investment		Regular competitor analysis	
Shorter booking cycle		Membership to professional organizations	
Use of social media markeing		Office's strategic location	
Google Ads technology		Strong brand presence	
Trend of e- marketing		Diversified tour products	
Application of e- marketing strategies		Low degree of loyal customer base	
High entry level of new entrants		Good record of ethics	
Good relationship with suppliers		Weak teamwork	
Positive customers' feedbacks		Low technology of reservation	
Limited personnel		Central government's supporting tourism policy	
Strong DMO		Low presence in press	
Political unrest		Employees' good understanding of corporate vision	
Positive national image			