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STRUCTURE OF TOURISM MARKET.
ASSIGNMENT.

1. Characteristics of Tourism Services

Tourism services are different from physical products because they have some unique characteristics. Five important characteristics are:

1. Intangibility: Tourism services cannot be touched or stored before purchase. For example, a hotel stay or a guided tour is an experience rather than a product. Customers usually depend on reviews and advertisements before making decisions.

2. Inseparability: In tourism, production and consumption happen at the same time. A tourist consumes the service while it is being provided, such as during a flight or hotel stay.

3. Perishability: Tourism services cannot be stored for later use. An empty hotel room or an unsold airline seat cannot be sold again after that day.

4. Variability: The quality of tourism services can change depending on employees, location, season, or customer expectations. Two tourists may have different experiences at the same hotel.

5. Seasonality: Tourism demand changes during different times of the year. Some destinations receive more visitors during holidays or summer seasons.

Among these, seasonality has a major effect on tourism management and marketing. Tourism businesses must adjust prices, staff, and promotions according to demand. For example, hotels often provide discounts during off-seasons and increase prices during peak seasons. Proper planning is important because businesses need to manage resources carefully throughout the year.

2. Tourist Destination: Himachal Pradesh, India

Himachal Pradesh is one of the most popular tourist destinations in India. It is famous for its mountains, natural beauty, culture, and adventure activities.

Tourism Products and Services Offered:

Adventure tourism such as trekking, paragliding, skiing, and camping.

Religious tourism at places like Jwala Ji Temple and Naina Devi Temple.

Nature tourism in destinations like Shimla, Manali, Dharamshala, and Spiti Valley.

Accommodation services including hotels, homestays, and resorts.

Transportation services such as buses, taxis, and tour packages.

Main Tourism Suppliers:

Hotels, resorts, and homestay owners.

Tour operators and travel agencies.

Transport companies and taxi services.

Local guides and adventure activity providers.

Government tourism organizations.

Target Tourist Market:

Himachal Pradesh attracts domestic tourists from all over India and international tourists as well. Families, young adventure travelers, couples, students, and religious tourists are the main target markets. Many tourists visit Himachal for relaxation, adventure sports, and spiritual experiences.

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