

Research on Tourism Services Course

Assignment 1

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1- In two points, highlight the main differences between tourists and excursionists?

1A- Tourists spend more time exploring a destination.

1B- Excursionists visit for a short trip without staying overnight.

2- Which of the following points is NOT a distinct element of tourism:

()- Involvement of travel by non-residents

(**Correct Option**)- Engaging in remunerated activities or work that generates income

()- Stay of temporary nature in the destination visited

3- The three principal categories of tourism, based on geographical movement, include

3A- Domestic tourism

3B- International tourism

3C- Regional tourism

4- According to the *purpose* of the visit, tourism can be classified into:

4A- Leisure tourism

4B- Religious tourism

4C- Health tourism

4D- Business tourism

4E- Sports tourism

5- Tourism motivations can be discussed from two broad aspects, namely:

A- Intrinsic

B- Extrinsic

6-Intrinsic tourism motivations can encompass

6A- Personal motivations

6B- Desire for relaxation

6C- Interest in history and art

6D- Personal fulfillment

7- Tourism services refer to the different services provided to tourists during their travel experiences including:

7A- Accommodation

- 7B- Transportation services
- 7C- Restaurant services
- 7D- Shopping experiences

8- The characteristics of tourism services encompass:

- A- Intangibility
- 8B- Perishability
- 8C- Heterogeneity
- 8D- Simultaneity

9- In no more than four lines, explain the meaning of intangibility:

- Services can't be touched like physical products.
- Their quality depends on the provider.
- Every experience is unique for each customer.
- They can't be stored or resold.

10- Tourism motivations can be discussed from two broad aspects, namely:

- A- Intrinsic
- B- Extrinsic

11-Intrinsic tourism motivations can encompass

- 11A- Personal motivations
- 11B- Social influences
- 11C- Cultural curiosity
- 11D- Self-improvement

12- In no more than 5 points, explain how Maslow's Hierarchy of Needs can be linked with the psychological factors in tourism.

- 12A- Basic needs – Food, rest stops, and travel essentials.
- 12B- Safety – Secure accommodations and travel safety.
- 12C- Social needs – Traveling with family or groups.
- 12D- Esteem – Exclusive travel experiences.
- 12E- Self-actualization – Exploring new cultures and perspectives.

13- The main differences between tourism needs and wants include:

- 13A- Needs are essential for survival; wants are desires.
- 13B- Needs don't change much, while wants vary with preferences.

14- Quality in tourism industry can be understood from:

- 14A- Business efficiency
- 14B- Customer expectations

15- Tourists' perceptions of quality rely on different factors, encompassing:

- 15A- Service consistency
- 15B- Hospitality standards
- 15C- Customer satisfaction

16- The benefits of providing high-quality service in tourism industry include:

- 16A- More returning customers
- 16B- Stronger business reputation
- 16C- Higher revenue

17- The disadvantages of poor-quality service in tourism industry comprise:

- 17A- Increased complaints
- 17B- Loss of trust in the company
- 17C- Fewer bookings and reservations