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Subject : Structure of Tourism Markets- Assignment

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Question 1: Characteristics of Tourism Services and their operational impact seeks to examine the characteristics of tourism services and the impact this has on the operational services.

The tourism services are different from physical goods, their characteristics impact the way of their management and marketing:

Service product: Tourism products are intangible and can not be tested and seen before buying. To make the experience real, marketers need to generate consumer trust by using top-notch visuals, virtual tours, and genuine customer reviews.

Perishability: No capacity to provide service can be saved for later sale; a hotel room that is not sold is lost, and is a permanent loss of revenue. This is achieved through the use of dynamic pricing and yield management by businesses, which manage the demand and supply of a product in accordance with the season.

Inseparability – When provider and customer are working together in the process at the same time and production and consumption occur. If the level of service quality is high, the front line staffs are critical and training and customer relation management is needed.

Heterogeneity (Variability): Service experiences will differ due to differences in people's performance and customer expectations. Standard Operating Procedures (SOPs) and feedback monitoring are used to provide consistent quality to companies.

No Ownership: Customers purchase a “temporary” experience instead of the actual ownership. Emotional value, memorable experiences and personal satisfaction are therefore emphasized as part of the marketing strategies.

The next two questions pertain to the Destination Profile – Goa, India.

I am traveling to Goa, India. My destination is Goa, India.

Tourism Products & Services Provided: Wellness Spas, Eco-tourism Spice plantations, Water sports, Vibrant nightlife, Heritage and Portuguese architecture tours, River cruises and Beach resorts.

Main Tourism Suppliers:

The bar and restaurant are housed in the Hotel Orange, Artus, and Hotels Combine. Food: Zynga and Pinnacle. Clothing: Nubia.

The answer is elegance, which is exemplified by Taj Mahal, the Marriott International and the Goa Tourism Development Corporation (GTDC).

Services: River cruises with GTDC, Atlantis Water Sports and local heritage tour guides.

Target Tourist Market – Domestic Leisure Tourists, International Beach Tourists, Corporate Event Groups, Wedding groups and Budget-to- Luxury tourists mainly from India.

[Referance]

1. Kotler, P., Bowen, J. T., Makens, J., & Baloglu, S. (2017). Marketing for Hospitality and Tourism 7th edition. Pearson.

2. Middleton, V. T., Fyall, A., Morgan, M., & Ranchhod, A. (2009). Marketing in Travel and Tourism 4th Edition. Routledge.