

Research on Tourism Services Course

The Presentation Topics:

1. The historical background and evolution of tourism
2. The motivations for travel
3. The characteristics of tourism services (Intangibility, inseparability, perishability, variability).
4. The characteristics of tourism (non-ownership, seasonality, fixed location, customer loyalty)
5. The characteristics of tourism (high costs, interdependence among tourism offerings, and vulnerability to external shocks and events.)
6. The marketing mix: Place
7. The Marketing Mix: Product
8. The Marketing Mix: Price
9. The Marketing Mix: Promotion
10. Tourism and sustainable development

The Research outline

1- The cover page should include:

- Your name
- The date
- Student ID number
- eilET logo
- The research title

2- The research's main body

- The main research should be between 1250-1500 words
- It should include:
 - Introduction (150 words)
 - The main body
 - Discussion
 - Conclusion (150 words)

3- the reference page

The reference style shall follow APA style.

The citation inside the text as follows:

Author name (the year).

(Author name, the year).

(Author name, the year: page number).

4- the final submission date will be:

February 28, 2025