

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 stay for at least one night at a destination.

1B- Excursionists do not stay 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- Inbound tourism

3C- Outbound tourism

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

4A- Nature tourism

4B- Heritage tourism

4C- Business tourism

4D- Cruise tourism

4E- Religious 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- Need for adventure

6C- Escaping daily life stress

6D- Gaining new perspectives

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

- 7A- Accommodation
- 7B- Recreational activities
- 7C- Local tour services
- 7D- Medical tourism services

8- The characteristics of tourism services encompass:

- 8A- Intangibility
- 8B- Variability
- 8C- Perishability
- 8D- Inseparability

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

- Services exist only when delivered.
- Customers cannot physically own them.
- Quality varies by provider and experience.
- Cannot be stored or reused.

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- Seeking entertainment
- 11C- Exploring different cultures
- 11D- Gaining relaxation and peace

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

- 12A- Physiological needs – Food, water, and rest.
- 12B- Safety – Secure and reliable transport.
- 12C- Social needs – Traveling with family or friends.
- 12D- Esteem – High-end resorts or VIP experiences.
- 12E- Self-actualization – Personal learning and development.

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

- 13A- Needs are must-haves; wants are nice-to-haves.
- 13B- Needs fulfill basic survival; wants fulfill desires.

14- Quality in tourism industry can be understood from:

- 14A- Service quality in tourism businesses.
- 14B- Customer perception of quality.

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

- 15A- Prior travel experiences
- 15B- Customer expectations
- 15C- Word-of-mouth recommendations

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

- 16A- Builds brand loyalty
- 16B- Encourages positive reviews
- 16C- Increases profitability

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

- 17A- Poor customer experiences
- 17B- Business failure
- 17C- Declining reputation