

Structure of tourism Markets – Assignment 1

Characteristics of Tourism services

Tourism services have several characteristics that make them different from physical products. Five important characteristics are intangibility , inseparability, variability, and seasonality.

1.Intangibility

Tourism services cannot be touched or physically examined before purchase. For example, a hotel stay or a guided tour is an experience rather than a physical product. Therefore, tourism businesses need to use photographs, reviews , videos, websites, and customer testimonials to communicate the quality of their services. Good branding and reputation are also important information reducing customer's uncertainty.

2.Inseparability

Tourism services are produced and consumed at the same time. For example, a tourist experiences a hotel service while staying at the hotel, and a tour guide provides the service while the tourist participates in the tour. This means that employees and customers are part of the service experience. Tourism managers therefore need to train employees and maintain good customer relationship.

3.Perishability

Tourism services cannot be stored for future use. An empty hotel room tonight or an empty seat on a flight represents lost revenue because it cannot be sold tomorrow. Tourism businesses therefore use pricing strategies, special offers, discounts, and online booking system to increase demand during less busy periods.

4.Variability

The quality of Tourism services can very depending on employees, time, location, and customer expectations. For example, two customers may receive different experience in the same hotel. Businesses can reduce this problem through employee training, service standards customer feedback, and quality – control systems.

5. Seasonality

Tourism demand often changes according to seasons , holidays, weather, and school vacations. For example, some destination have much higher demand during summer. Tourism business must manage staff, prices, advertising, and capacity according to changing demand. They may offer discounts or special packages during the low season.

Overall , these characteristics make tourism management more dependent on service quality, customer satisfaction, marketing, pricing, and employee performance.

References:

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2. Tourist Destinations : paris , France

Paris , France is the world's major tourist destination and offers a wide range of tourism products and services.

Tourism product and services offered

Paris provides many cultural, historical, entertainment ,and leisure products. Major attractions include the Eiffel Tower, Louvre Museum, Notre-Dame area, Arc de Triomphe, and Seine River. Tourist can also enjoy museums, sightseeing tours, shopping, restaurants, cafes, nightlife,

cultural events, and river cruises. Accommodation includes luxury hotels, budget hotels, hostels, and apartments. Transport services include trains, metro, buses, taxis, and airport connections.

Main tourism suppliers

The main suppliers include hotels and accommodation providers, Airlines railway companies, restaurants, Museums, tour operators, travel agencies, transport companies, and entertainment businesses. Local tourism authorities also support destination marketing, visitor information, and Tourism

development. The suppliers work together to create the overall tourist experience.

Target tourist market

Paris attracts different market segments. These include International leisure tourists, couples, families, cultural tourists, students, businesses travellers, and luxury tourists. cultural tourists are attracted by museums, architecture, art, and history. Couples maybe interested in sightseeing, restaurants, and romantic experiences. Families can visit attractions and museums designed for

different age groups. Business travellers visit for conferences, meetings, and events.

Paris is therefore a diverse tourism destination because it combines culture, history, food, shopping, entertainment and transportation. Its wide range of products allows tourism businesses to target different customer groups and create different tourism experiences.

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