



European Institute of Innovation,
Entrepreneurship, and Technology

Research on Tourism Services

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Under valuable guidance of

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

- A- Tourists stay at the destination for at least 24 hours.
- B- Excursionists do not stay overnight.

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

- ()- Involvement of travel by non-residents
- (**right 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

- A- Domestic tourism
- B- Inbound tourism
- C- Outbound tourism

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

- A- Leisure tourism
- B- Business tourism
- C- Medical tourism
- D- Religious tourism
- E- Adventure tourism

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

- A- Intrinsic
- B- Extrinsic

6-Intrinsic tourism motivations can encompass

- A- Personal motivations
- B- Social motivations
- C- Cultural motivations
- D- Psychological motivations

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

- A- Accommodation
- B- Transportation
- C- Food and beverage
- D- Travel guidance

8- The characteristics of tourism services encompass:

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

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

- Cannot be physically touched or stored.
- Customers rely on experiences and reviews.
- The value is felt, not seen.
- Quality depends on service delivery.

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11-Intrinsic tourism motivations can encompass

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

- A- Physiological needs – Comfortable hotels and food services.
- B- Safety needs – Secure travel arrangements and insurance.
- C- Belongingness – Group tours and family vacations.
- D- Esteem – Luxury travel and VIP treatment.
- E- Self-actualization – Spiritual retreats or personal growth trips.

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

- A- Needs are essential for survival, wants are optional.
- B- Needs are universal, wants vary by individual.

14- Quality in tourism industry can be understood from:

- 14A- Service quality from provider's perspective.
- 14B- Experience quality from tourist's viewpoint.

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

- 15A- Previous experiences
- 15B- Recommendations from others
- 15C- Personal expectations

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

- 16A- Increases customer satisfaction
- 16B- Encourages repeat visits
- 16C- Enhances business reputation

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

- 17A- Negative reviews
- 17B- Loss of customers
- 17C- Decline in revenue