

TOURISM SERVICES AND TYPES

Services marketing

Services marketing refer to the application of a different set of tactics or strategies to anticipate the consumer needs for an intangible product. And thus meet their requirements accordingly to create maximum value for them from their purchase

Physical product

Service product

Service delivery

Service environment

The various product marketed by a firm involve a physical transfer of ownership of those products. They are tangible and their quality is standardised .

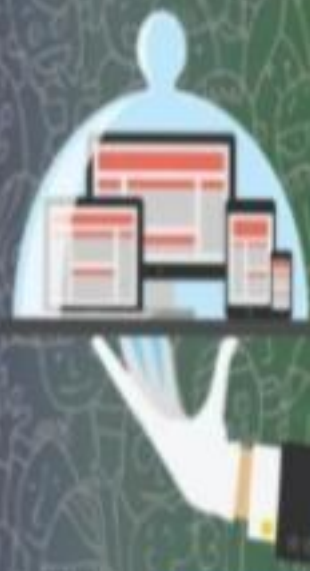
Example

Physical product : TV, Radio , refrigerator, computer, hair oil, washing machine,etc..

Service product

A service product is an activity or benefit that one party can offer to another which is essentially intangible in nature

PRODUCT & SERVICE MARKETING



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Service product

Example . People visiting exhibition,trade fairs are allowed to inspect the customer durables without being approacha by sales representative.

Salesman are trained in marketing proper approach to the customer visiting the showrooms.

Service delivery

The service delivery is one of the importance components of service. Service delivery is of great importance to the customers overall perception about the quality of service. the service provider should give due consideration to the way service is rendered to customers. services are created as the consumed.

SERVICE ENVIRONMENT

The potential customers form an impression about the service on the basis of the service environment. The service environment represents the physical backdrop that surrounds the service.

Example

Providing hygienic food is the core service in a hotel or restaurant. customers expect the restaurants to be maintained clean, offer flexible dining hours prompt service, soft music, decor, exotic etc....

Services types

There are many types

Consumer service - it include quality , quantity, taste, service

Food service

Hotel and motel services

Personal care services

Communicate service

Insurance service

Transfer service

Financial service

Industrial service

Management service

Entertainment service

Personal care service



Thank you !!