

A top-down view of a wooden desk. In the center, a large map is spread out. To the left, a silver laptop is open, displaying a grid of images. A person's hands are visible at the top, holding a white circular object. Another person's hands are at the bottom, writing in a notebook. To the right, a camera and a glass of water are on the desk. The overall scene suggests a collaborative workspace for planning or research.

# ***Product Strategy***

**(Vision, Goals, Initiative)**

# ***Product Strategy:***

- Quality
- New products
- Package Design
- Brand name
- Research and Development
- Product life cycle
- Customer Service



# ***Service Quality:***

- One of the main strategies used by hotels to enhance customer satisfaction.
- Service quality in the hospitality industry becomes one of the most important factors.
- Saining a sustainable competitive advantage and customers' confidence in the highly competitive marketplace.
- Service quality can give the hospitality industry a great chance to create competitive differentiation for organizations.





## ***New product:***

- The tourism marketing force conducts research on the current market to identify the opportunities.
- It includes economy, study of various market segments and their varied requirements, past market data, and current market and tourism trends.
- The product creation process starts with primary inputs such as resources, raw materials, other materials for construction, energy, and fuel.
- The intermediate inputs are nothing but the tourism facilities such as gardens, parks, museums, art galleries, shopping centers, convention centers, accommodations, restaurants, and gift or souvenir shops.

# Package Design:

- A package can be defined as a combination of two or more products, presented as a single sale, so the customer gains an advantage compared with buying the items separately.
- Tourism Product Packaging is a self-guided workbook provides a detailed look at preparing tourism packages and services.

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## ***Brand Name:***

- As a marketing tactic, branding personifies your tourism business. It gives you a voice, looks, personality, and values.
- Without a doubt, your brand is the face of your business. Guests won't just remember your name, but your logo as well..
- Branding increases your value.
- With a unique brand voice and beautiful brand design.



# Research and Development:

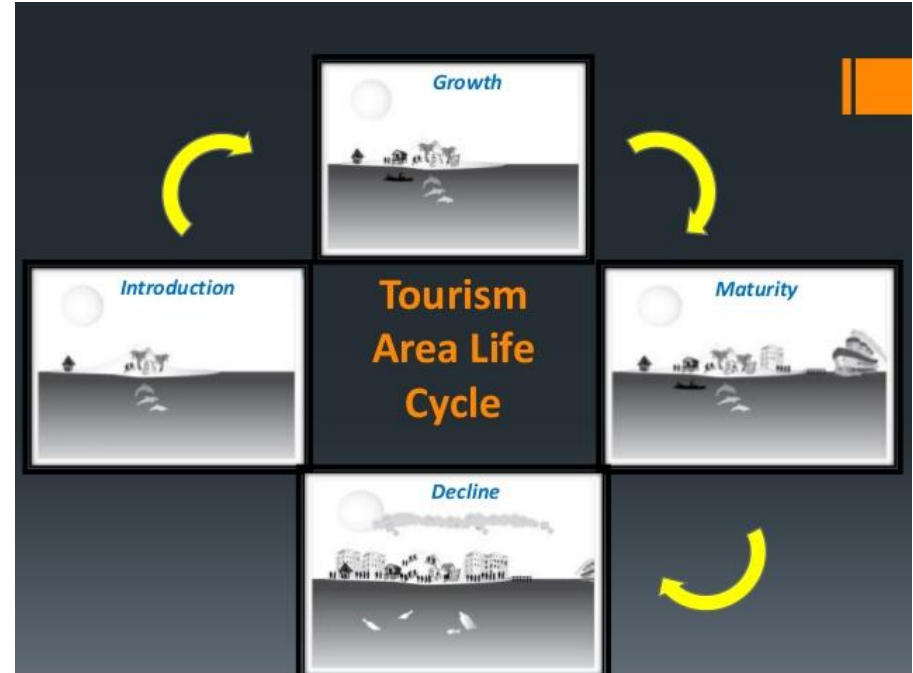
- Marketing research aims at collecting important information from the customers.
- Just like any line of business, the tourism industry needs to strengthen its relationship with its customers by improving the quality of its services.
- While there are many ways to perform market research, most businesses use one or more of five basic methods: surveys, focus groups, personal interviews, observation, and field trials.





# ***Product life cycle:***

- The model recognizes six stages in the tourism product life cycle: exploration, investment, development, consolidation, stagnation and followed, after stagnation, by decline or revitalization of the product.
- In this stage, sales take off, the market knows of the product; other companies are attracted, profits begin to come in and market shares stabilize.





# ***Customer Service:***

- Tourism is one of the biggest industry in which large number of people are working together. It is one of the industry which is responsible for some countries economy.

## **Keys to good customer service:**

- Understand customer need.
- Make him feel special or important customer for the company.
- Deal with him patiently.





THANK YOU