

# **Tourism ; Products, Service and Future**

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- The tourism industry as a whole survives because of various tourism products and services.
  - The tourism industry is flexible. The products of tourism cannot be easily standardized as they are created for customers of varied interests and demands.

# Types of Tourism Products



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- 1. Tourism Oriented Products (TOP)
- 2. Residents-Oriented Products (ROP)
- 3. Intangible Products of Tourism

- **1. Tourism Oriented Products (TOP)**

- These are the products and services created primarily for tourists and also for locals. These products need a great share of investments in the private sector. A few of them are:

- **1. Accommodations;** For example, Taj, ITC Hotels.

- **2. transportation,** For example, Owning taxis, luxury buses, and boats.

- **3. Retail Travel Agents**

- **4. Tour Operators**

- **5. Shopping Centers** such as malls

- **6. Cinema Theatres** such as PVR

- **7. Restaurants** for Food and Beverages

- **8. Tourism Information Centers**

- **9. Souvenirs Outlets**

- **10. Museums, Temples, Gardens, and Theme parks**





- **Residents-Oriented Products (ROP)** Here, the products and services are created mainly for the local residents staying at a particular tourist destination. This category requires investment in public sectors more. Some of them are:

- 1. Hospitals
- 2. Public Parks
- 3. Banks and ATMs
- 4. Petrol Pumps
- 5. Postal Service



- **Intangible Products of Tourism**

- They include:

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- **1.** Bookings of accommodations, theatres, and at various sites.
  - **2.** Tourists's experience by visiting a destination, eating at a restaurant, or performing an activity.
  - **3.** tourist's memory is created by storing the details of events and experiences on the tour. The high degree of satisfaction or dissatisfaction is often stored as long-term memory.
  - **4.** Transportation of tourists and their luggage from one place to another.

# Tour Operator's Products and Services



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- To realize the facilities and experience a tourism product offers, the service is required skilled and qualified staff.
- The tour operator provides the following typical products and services:

- **1.Accommodations**

- Tourist destinations are equipped with different types of accommodations. They cater to stay at the destination.

- **1. Serviced:** This type of accommodation is supported by skilled staff such as housekeepers, drivers, guides, and cooks.

- **2. Self-catering:** This accommodation offers staying facilities but dining is required to be self-catered. It is equipped with cooking, fuel, and facility, some basic supplies such as tea/coffee/sugar sachets, and a drinking water source.

- **3. Hotels:** Budget rooms to 7\* hotels with classy amenities. The hotels contribute a major share of imparting the experience to the tourists by providing the best services and amenities.

- **4. Guest Houses:** Owned by business or government organizations, which can be used by its staff and staff relatives.

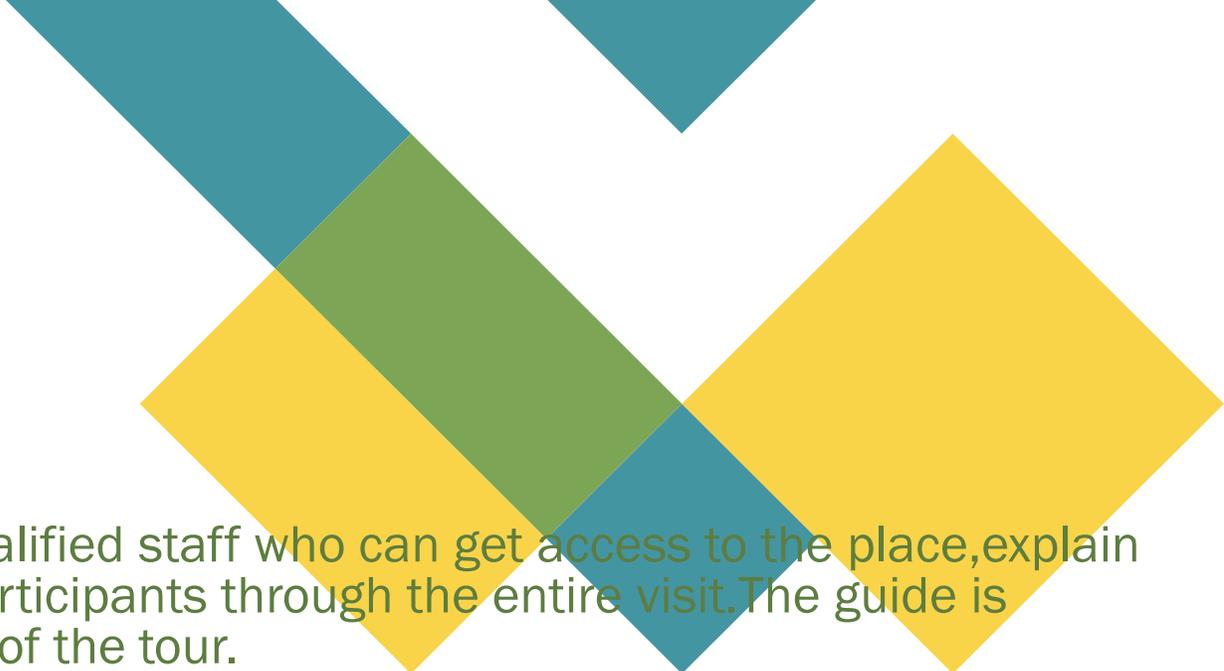
- **5. Camping Sites:** They are open sites often located in areas of lush greenery. They are equipped with a clean place to pitch the personal tent, a water supply, and an electric supply. Campsites have common restrooms.

# Reservations

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- The tour operator is responsible for making reservations for special events or activities the tourists are interested in. In some places, the reservations are required to be done well in advance to avoid last-minute hassles.
- The events or activities such as a music concert or a theatre show, visiting a theme park or a zoo, require people to secure seats or avail entry with prior reservations.

# Guided Tours



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- The tour operators can arrange guided tours. Some qualified staff who can get access to the place, explain the importance of the place, support, and guide the participants through the entire visit. The guide is arranged to accompany the tour participants as a part of the tour.
- **1. Transport Facilities** These facilities are for traveling from one place to another.
- **2. Surface Transport:** It includes support of transport by road or water.
- **3. Air Transport:** This is the support of transport by air, generally given for long-distance travel. Many times the tours include a halt of a couple of hours at transit destinations. Today the airports are built and maintained as engaging tourist terminals by providing amenities such as spas, lounges, food joints, bars, and book shops, retail shops for selling authentic local food, clothes, and souvenirs.
- **4. Airlines** is no more backstage when it comes to caring for their customers. They offer loyalty programs to their customers under the Frequent Flyer Program to encourage the customers to travel more and accumulate points and redeem them against travel or rewards.

# Dining Facilities.



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- The tour operators can book accommodation that provides dining facilities or they can tie up with the local restaurants which are ready to entertain groups.
- If the tour package is all-inclusive, the tour operator pays for breakfast, lunch, and dinner. If not, the tourists need to pay from their own pocket.

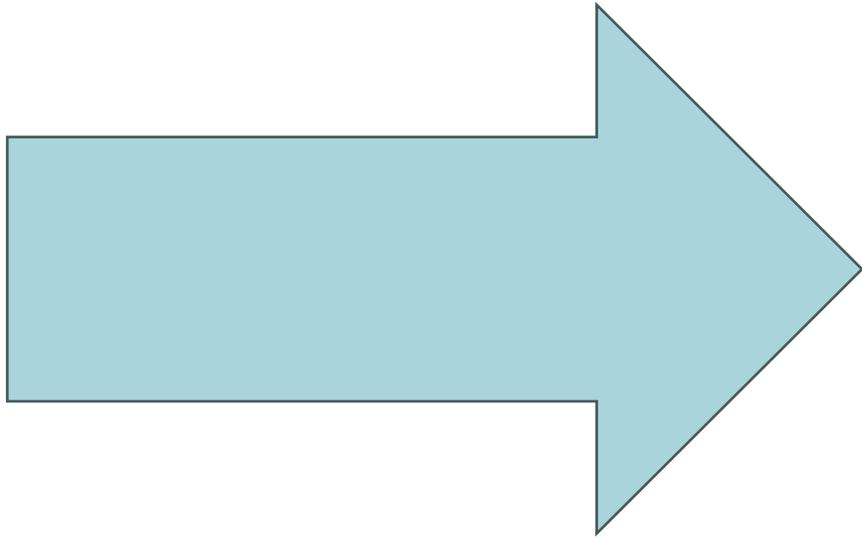
# Developing a Tourism Product



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- Tourists have ever-changing and which tourism product is required to satisfy the survival of the tourism industry?
- Kotler defines a product as it is "anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. It includes physical objects, services, persons, places, organization, and ideas".

# Elements of a Tourism Product



# The Physical Plant:



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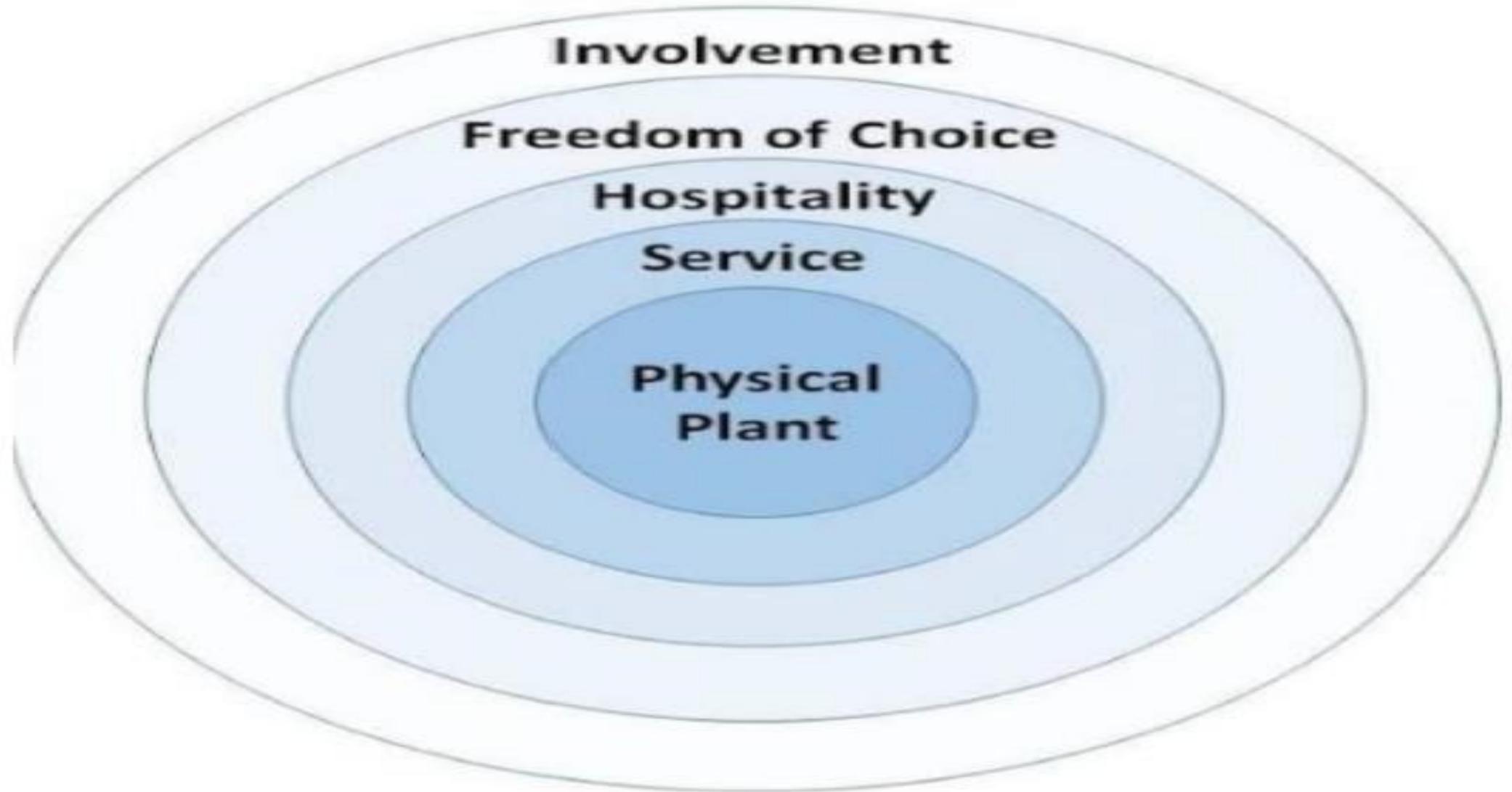
- It is tangible and is composed of various resources on which tourism is based. Plainly, the physical plant is nothing but a destination with sound and catchy architecture that enhances tourist experience. It can be
  1. A natural attraction such as a landscape, wildlife, or natural structure.
  2. A man-made attraction such as a resort.
  3. A fixed property such as an accommodation.
  4. A mobile property such as a ship or an airbus.
  5. A natural or manmade condition such as weather, crowd, and infrastructure at the destination.

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- **Service:** The features or facilities of the physical plant are put to use for the tourists with service. Providing services calls for a major contribution from human resources. It pertains to performing tasks for the benefit and satisfaction of the tourists. For example, serving food in a hotel is a service by the staff there. Hospitality: It is the attitude with which the service is provided.
  - **Hospitality** includes performing the service with a smile, enthusiasm, untiringly, and with dedication. For example, arranging guest room supplies or serving food or beverage in a presentable manner is a part of the hospitality.
  - **Freedom of Choice:** It is offering the tourist an acceptable range of options in order to elevate their experience. The degree of freedom varies greatly depending on the type of tourism (pleasure, business, family or other..) the tourist's budget, previous experience, knowledge, and reliance on a travel agent.

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- A good tourism product must include some choices for its consumers. By offering some freedom to the tourists, the product gives a sense of control to the tourists.
  - Freedom also implies good surprises. When tourists come across unanticipated events, they get the feeling of being very fortunate to be in the right place at the right time, thereby gaining extra value from the visit

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- **Involvement:** It depends upon the quality of the inner four elements. These elements prepare the tourists for physical, intellectual, and/or emotional involvement in tourism services. Involvement is not only physical participation but also a sense of engagement in an activity-may it be for pleasure or business.
  - The more involvement the tourists have, the more they are interested in striking conversation happily with others, the more they are enthusiastic and curious to try out new things, and time passes fast for them.

## Elements of Tourist Product



# Key Principles of Tourism Product Development

- A tourism product can be of any type from cultural, educational, recreational, heritage site, or business hub. Tourism Product Development should:
- Be authentic and should reflect the unique attributes of the destination.
- Have the support of the host community.
- Respect the natural and cultural environments.
- Be different from the competitors, avoiding copying developments blindly.
- Be of sufficient scale to make a significant economic contribution, but not very large to
- create high economic leakage.

# Digital Technology in Tourism

- Today, tour operators and tourists, both are equipped with the latest technology. It has empowered tourism business managers and tourists to explore, discover and reach new places by facilitating online travel and accommodation bookings, and more.
- The tourists use various mobile apps as simple as a compass app, online booking apps, currency converter apps, world time apps, language translation apps, weather apps, google maps, and restaurant or accommodation locating services on their mobile devices. The tourists can also add their own data to create an overlay on Google Maps and explore all possibilities in visiting a location by using Google Maps API. Some apps help to plan the tour, and find out cheap flights, local transport hubs, eating joints, and destination attractions. The apps enhance the tourist experience before, during, and after the tour.



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- **New Trends in Tourism**

- Tourism is an ever changing industry. A few previously unknown or unknotted forms of tourism are established today. Some of them are:



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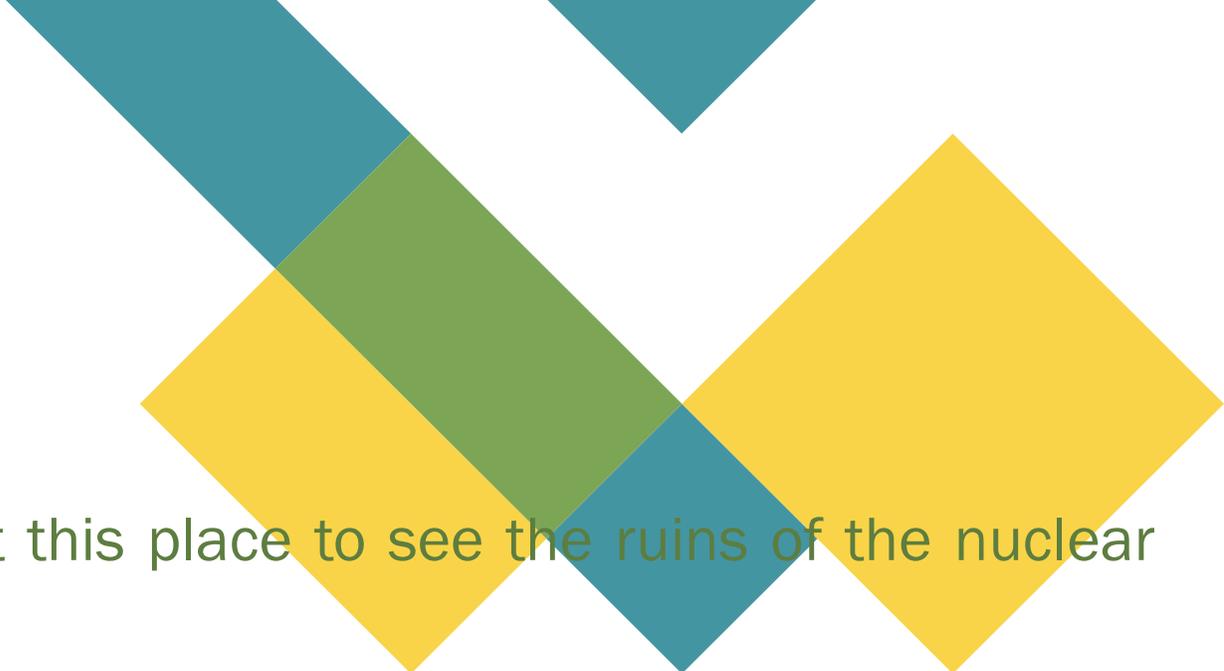
- **1. Polar Tourism**

- Arctic and Antarctic polar regions have always attracted tourists. Polar tourism is a dynamically growing industry due to the efforts tour operators take to provide various attractions, destinations, and activities for their customers.
- Adventure tourists and common tourists who long for unique weather experiences, solitude, and a view of wildlife in its natural habitat opt for polar tourism.

- **2. Space Tourism**

- It includes orbital and suborbital rocket flights into space. Riding into the space for recreation and a unique experience was the idea behind this tourism. To date, only very rich tourists paying a very large sum of money could possibly realize the dream to see beyond the blue planet. In the coming years, this extravagant tourism can be made available for common people too.

- **3. Dark Tourism** is the oldest form of tourism developed recently. Due to the fear and natural attraction to uncover the mystery of death human beings always have, some tourists prefer to visit the destinations such as battlefields, places of violent homicides, or any places where a large number of people lost their lives naturally or forcefully in the span of last 100 to 125 years For example, tourists visit Pompeii to see the corpses of the victims of the volcanic disaster literally turned into plaster casts. The volcano on Mt. Vesuvius had destroyed the ancient town of Pompeii. Though the disaster occurred and claimed thousands of lives long ago, the threat of more such volcanic eruptions still exists today. Hence, Pompeii is an archaeological and also dark tourism site. Some more places the tourists visit for dark tourism are

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- **Chornobyl and Prypiat, Ukraine:** Tourists visit this place to see the ruins of the nuclear disaster that took place on 26 Apr 1986.
  - **Ground Zero, USA:** It is The World Trade Centre site attracting tourists since the 9/11 attacks that took place in 2001.
  - **Auschwitz, Germany:** This dark site is famous for Nazi concentration camps with various rooms piled with thousands of pairs of glasses, shoes, and human hair. It displays the walls of the corridor exerting the lists of their victims' names and the dates of their death, and the house of the camp commandant.
  - **Costa Concordia:** On the coasts of Tuscany, Italy; the site of this wrecked ship attracted tourists for around two years.



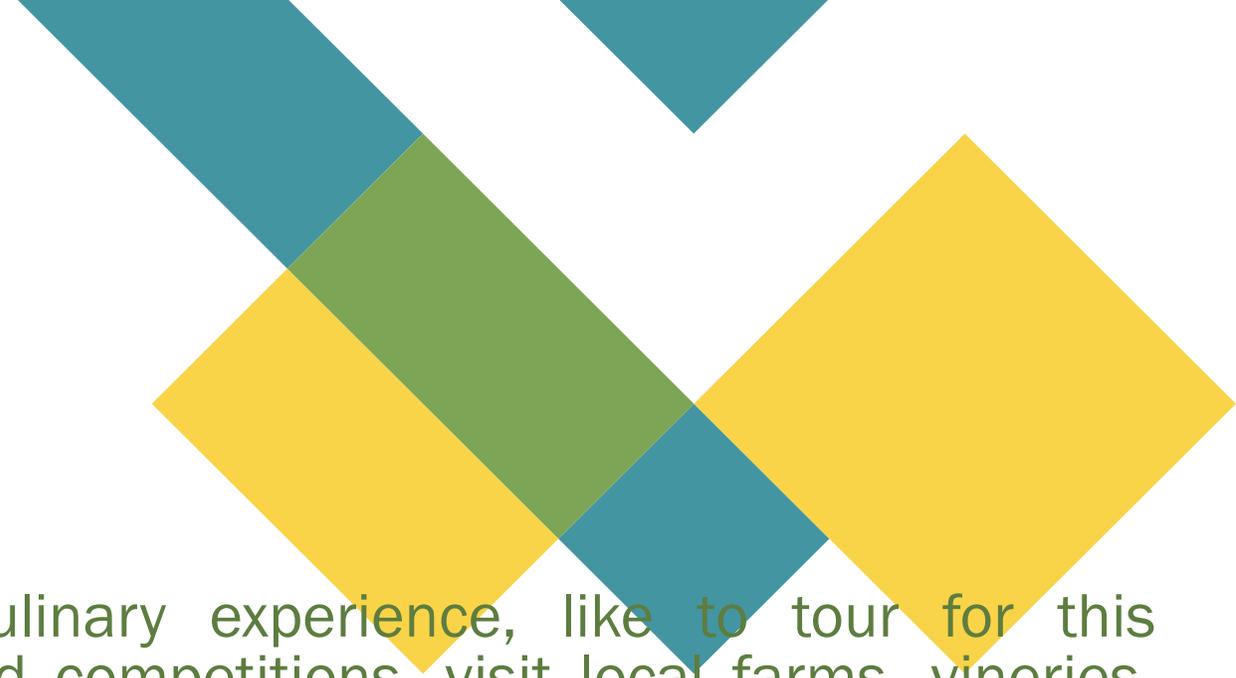
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- **4. Volunteerism**

- It is taking volunteer vacations and touring for charity. People do not just go touring for recreation and fun but also to serve the community dealing with natural calamities. In case of flash floods or cyclones, the people in the affected areas need support. Some tourists voluntarily visit such places and extend their hands for help in whichever possible way they can. Also, tourists are traveling to care for orphans, plantations, protect wildlife, and similar other tasks.

- **5. Luxury Tourism**

- It mainly pertains to rich business tourists, who strongly believe that time is of prime importance and they must pay to save time at any cost. Wealthy tourists are inclined to undergo unique experiences such as staying on a private island, personal attention from the service providers, and access to elite-class attractions and amenities.



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- **Culinary Tourism**

- The tourists who like to receive local culinary experience, like to tour for this purpose. They attend food festivals, and food competitions, visit local farms, vineries, and cheese manufacturing companies, and interact with the local community or cooks for a special culinary experience.

- **7. BRIC Tourism**

- The four major developing countries namely Brazil, Russia, India, and China have a great potential for driving the global economy through the hospitality and tourism industry. These countries are important for both inbound and outbound tourism. Global tour operators are adapting their tourism businesses to exploit the huge market these countries provide.



- **Bleisure Travel**

- **Bleisure travel** is a growing tourism trend where people extend their business travel to leisure activities. Experts predict it will continue to grow in the mobile workforce. Although business travel has started to make its comeback in 2021, bleisure is believed to be its future.

- A 2018 study revealed that 60% of U.S. business trips incorporated leisure elements, an increase from 43% in 2016. As a tour operator, you can take advantage of this growing trend by creating offers that entice business travelers to extend their stay for leisure. For example, you can sell team retreat packages combined with perks like photos, videos, and transportation. Having wifi and chargers in buses and accommodation (for multi-day tours) can also entice digital nomads and other travelers looking to stay connected for work.



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- **Transformative Travel**

- This is a new tourism trend that's quickly gaining popularity. Transformative travel is about not just traveling for leisure but also aiming to make a difference in both the lives of others and oneself. Volunteering trips are an example of the experiences that have gained popularity from this trend. Travelers vacation and also set aside time to volunteer at their travel destinations.
- One of the main aims of transformative travel is to be involved in something that's significant and adds purpose to the trip. Booking.com shares that 68% of global travelers would consider participating in cultural exchanges to learn a new skill, followed by a volunteering trip (54%) and international work placements (52%). Based on this trend, tour operators can focus on offering unique and purposeful activities along with their usual products and services.

- **Wellness Travel**

- These are travelers looking for an enriching experience with the primary purpose of achieving, promoting, or maintaining the best health and sense of well-being and balance in life. But don't think wellness travel is limited to resorts and spas. Almost any business can take advantage of this trend. Think of how you can market your business offers as a way to contribute to wellness tourism by developing and promoting communities and showing how both tourists and locals can benefit. For example, a helicopter tour, paragliding flight, or whatever fun adventure your company offers, is a chance for personal growth by conquering fears or expanding horizons. Your existing offers may give the chance for people to empower themselves by learning a new skill set which also encourages personal growth.

- **11. Longer Trips**

- With international travel returning to some degree, tourists are starting to dream about extended long-distance trips again. While countries are advocating for less air travel, this trend will allow people to travel less but better. According to , the average trip will likely be longer in length (5-7 nights in 2022, compared to an average of 3.8 nights in both 2020 and 2021). Longer trips will be increasing in demand as a result of the many work-from-home opportunities too. A study by Envoy finds that the hybrid work model gives employees more flexibility to get work done when they are most productive. So those who work remotely are more likely to plan extended stays in 2022 and beyond.



- **Staycation**

- Staycation is another trend that gained popularity during the pandemic. It represents a holiday spent in one's home country or home rather than abroad. Often involves day trips for exploring local attractions and activities. This type of vacation is ideal for people who are feeling the need of escaping out of their homes but want to avoid the ongoing Covid-19 regulations. New research suggests that the trend will continue into 2025 despite the easing of international travel restrictions.

- This is because tourists want to support their local markets well as feel secure and safe in their holiday environment. So small tour/activity businesses and accommodation providers can rest assured that there will be a constant stream of visitors during the years to come.

# Future of Tourism industry



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- Customers will become empowered through more choice and control.
- Connectivity will become commoditized.
- Personalization will become more important.
- Online channels will become seamless with offline channels.



# Thank you

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