

Tourism Marketing

I-Choose the right answer:

1-The characteristics of marketing a service include all of the following, EXCEPT:

Perishability

Heterogeneity

Intangibility

Invariability

2-Which of the following is a way for a company to overcome the intangibility issue?

They can provide samples of their service.

They can create a tangible cue to physically represent their service.

They can offer initial promotions to get consumers to try their service.

They can offer excellent training and standardized procedures.

3-Which of the following is an example of heterogeneity?

Meriem buys a pizza, and it does not taste as good as the last time he bought one for his family.

Meriem goes to a burger joint every day and remarks how his fries taste exactly the same everyday.

Meriem tells the chef that he wants more tomatoes on his sandwich.

Meriem decide to try the special every day at this favorite restaurant.

4-The production of the service requires that either the supplier goes to the consumer or the opposite. This condition corresponds to:

Perishability

Heterogeneity

Intangibility

Simultaneity

II- Matching of the mix marketing element and its goal.

- 1- To provide a favorable image of the tourism product to potential tourists and thus enable it to be their first choice.

Promotion

- 2- To facilitate the service selling, using travel agents, tour wholesalers, specialist, hotel representatives

Distribution

- 3- To better feel the service which is intangible

Physical evidence

- 4- To clearly define the steps of the service creation and sale operation.

Process