

Quadrant II – Transcript and Related Materials

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Name of the Presenter: Krupa Mayenkar

Notes –

Tourism Product

As tourism is termed as a very big industry, like other industry it also sells its product to the potential tourist. But there is a big difference in the tourism product and other products. As tourism is termed as a smokeless industry and unlike other product it has not its own entity or a single item but it is the combination of different products, services and attractions.

A tourism product is the sum of the physical and psychological experience got by tourist during their traveling to the destination. It is the composite product, as the combination of different services like tourist attraction, transport, accommodation and of entertainment which provide tourist satisfaction. Each of the components of a tourist product is supplied by individual providers of services like hotel companies, airlines, travel agencies, etc.

The tourist product can be analyzed in terms of its attraction, accessibility and accommodation.

Difference between Tourism products and other products

1. Tourism is an intangible product: Tourism is intangible product as it is related to feeling and experience. It cannot be seen, tested, measured before they are received.
2. Tourism is a luxurious concept as it cannot be afforded with low income group people and low purchasing power capacity people.
3. Tourism Products are very perishable that is they cannot be stored for future sales. They lost revenue for that day if not sold in that day. Unused service of today cannot be sold next day.

4. Tourism Product are immovable because the tourism Product cannot be moved to the customer/consumer. The consumer should go to the product to view or watch. They cannot be transported or moved from one place to another
5. Tourism Product have unstable Demand as the demand is influenced by various factors like season, climate etc
6. Tourism industry is long term industry as there is nonstop movement of people and tourism industry is sustainable.
7. Tourism Product are composite product as it cannot be provided by single enterprise. Many enterprise are needed in tourism for example, airline provides seat, hotel provides room, restaurant provide food items , travel agents make bookings
8. Tourism Product ownership is not transferable. The service and facilities can be used for limited period but cannot be owned. The paid facilities cannot be own
9. Tourism Product are heterogeneous in nature.