



Tourism product and tourist services



- **Definitions of the tourism product and tourist services;**
- **Structure of the tourism product;**
- **The interaction of these parts of the tourism.**

Definitions

- Tourism product – range of services and goods to meet the needs of tourists during its tourist travel.





- Tourism product can be defined as the sum of **physical & psychological** satisfaction it provides to tourists during their travelling route to the destination

Customer Satisfaction

Excellent

Good

Average

Poor





- Tourist services includes services provided by hotels and restaurants (including catering), travel agencies and tour operator services, tourist guide services and other related services.



Structure



- Tourism product include 3 elements:



- Tour



- Additional services



- Goods



- **4 components of tourism product:**

• Food

• Transport

• Accommodation

• Leisure



The tourist product consists of basic and additional services:

- **Basic** - services that are included in the tour package and purchased at the place of residence.
- **Additional** - services not covered by the voucher, brought to consumers in the mode of his free choice. Not included in the basic cost of vouchers (rent, telephone, personal services, post office, currency exchange, additional meals, transportation, entertainment, and so on)



The interaction of these parts of the tourism





**Not sure if thank you for your
attention**



**or thank you for not
sleeping during the presentation**