

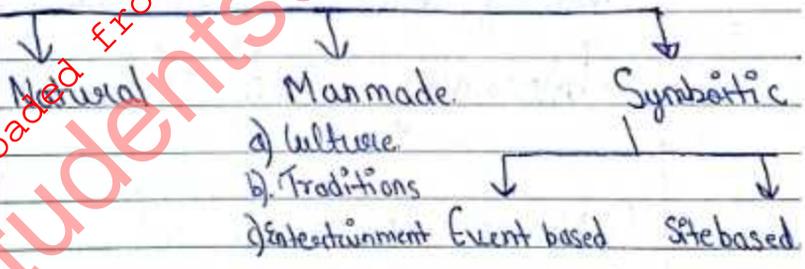
③ Tourism Products.

Tourism Product in its generic senses can be a thing, A place, A person, A event or An Organisation which satisfy the needs of a tourist. The product which is offer should have an intrinsic value of ~~at~~ the consumer in terms of satisfied his needs. This product can be exchanged some other value so that there is mutual satisfaction of both supplier as well as receiver of the product.

The tourism industry makes available a complete set of interrelating services. its include the ~~below~~ product component of transport, attraction and catering and in addition the also find peripheral public and private services. the tourism product include a comprehensive range of packages and travel facilities and in additional and non material intangible thing.

CLASSIFICATION OF T.P

Notes: 2



Motivators for Tourism.

- Change in climatic conditions
- To explore
 {

 - natural
 - cultural
- Leisure
 {

 - enjoyment
 - Recreation.

- Business.
- Health.
- Adventure.
- Study tours.
- Religion.
- Sports.
- VFR.

~~Glossy And~~
Glossary And Terminological
Cultural Tourism.

The form of tourism who's object is amongst other thing. The discovery of monuments site.

Destination.
The place at which traveller terminates his journey. The

ultimate stopping place according to contract of carriage.

Domestic Tourism.

A local who's makes a tour ^{travelling} from place to place of pleasure, business, family, ^{mission} ^{or} meeting etc. within the country.

Group Inclusive Tourist (GIT).

A tour include air and group ^{organization} air and group of a minimum of 50 persons. They may or may not ^{travel} together as a group of both the land and air of the trip.

Incentive Incentive Travels (ITZ) travel offer (ITTC)

The trip by a company or any other organization to reward or to encourage of members of their sales or administrative staff.

II. FIT (Free Independent travel) → Individual travel in which tour operator has previously arranged blocks of rooms at various destination in advance for the use by individual traveller. These travellers travel independently not in a group usually by rental car or public transportation.

Net Rate → Rate provided to wholesaler & tour operators that can be marked up to sell to the customer.

Package → A fixed price sell able travel product that makes it easy for traveller to buy & enjoy a destination or several destination. packages offer a mix of element like transportation, accommodation, restaurant, entertainment, cultural activities, sites, seeing & car rental.

I. Max Rate → The rates accommodation quote the public stock.

II. Tariff - Rate of fare quoted & published by a travel industry supplier (i.e. but as tour operator airlines etc.).

≠ Travel Seasons - Travel Industry business, cycles including

Peak - primary travel season.
Off peak / lean - period when business is slowest.

Shoulder - period b/w peak & off peak periods when the business is strong but has room for growth.

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