



BRENTWOOD
OPEN LEARNING COLLEGE

Assignment Cover Sheet

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Course:	Travel and Tourism Level 1
Assignment NO:	2

Marking Criteria:

We expect the learners to write minimum one well expressed point in three lines against each allocated mark. This means one needs to write 15 lines with 5 well expressed points to get high grades for a 5 marks question.

For high grades use examples and illustrations where appropriate.

Please insert your completed assignment (in word format) here:

Question 1. What are the tangible and intangible services in tourism? Give at least two examples of each.

Tourism enterprises offer customers tangible and intangible services to customers. They compliment each other and together make up the whole travel experience and customer satisfaction. Tangible services are things that can be seen, touched, tasted or handled by the tourist. A classic example of this would be a hotel. Tangible elements would include the hotels exterior and interior design, cleanliness, quality of food and drink, it's location and access, amenities on offer, use of basic facilities like hot water, working lifts , telephone communications etc. However these alone do not make up the total tourist satisfaction as we have to take into consideration the intangible factors. Are the staff employed there friendly, courteous, polite and helpful. Being a well presented hotel is not sufficient alone as tourists would be deterred from returning if they didn't like the overall atmosphere of a hotel. For example if a couple or family are looking for a quiet, relaxing holiday then they wouldn't want to be in the heart of Magaluf in high season where the hotel is abundant with rowdy teenagers. Common factors taken into account when rating a hotel are:- Location, Rooms, Food, Service, Value and Cleanliness. Many tourists rate their stay. Tourist operators often give customers a customer satisfaction survey to complete at the end of a holiday. This information is collated and used in order to give an accommodation it's star rating.(Along side the tour operators own inspection). This is then used in marketing and producing holiday brochures. More recently people using the internet use sites such as trip advisor to rate their travel experience. Ratings can be deemed subjective i.e. not everyone has the same standards or expectations and while someone may be impressed with the standard of a hotel others may not. The tangible elements all can be appraised and measured to reach minimum standards.

Another example would be the airplane. Again the interior design and layout, cleanliness,

quality and choice of food and drink served, comfort of seats and legroom, working toilets are all tangible elements that tourists take into account when choosing who to fly with but if staff are rude or unhelpful or allow bad behaviour on the aircraft then this would lead to the passenger feeling uncomfortable and dissatisfied. As would if there has been a delay but not relaying that to passengers or the reason why would certainly make the passengers unhappy. It's therefore highly likely that the customer would prefer to use a different airline in future. The intangible element is how the passenger feels while aboard the aircraft. Many travellers do feel nervous about flying so it is vitally important that they are made to feel at ease and have help and support from the staff on board. For example if the pilot is expecting some turbulence then informing passengers prior to this happening is important – if the pilot is calm and informs passengers that this is nothing to worry about then it alleviates any panic.

Question 2. What is a tourism product.

A tourism product is any product that is marketed by a Country/Government/institution to visitors to attract them to visit that particular Country and to encourage visitors to experience it. There are a vast majority of tourism products that can't be improved upon or re-produced. For example natural assets such as lakes, waterfalls, natural beaches, deserts and mountains can not be duplicated in another Country. You would not be able to re-create Mount Everest for example in England. The same can be said for cultural and historical characteristics. If you wanted to visit the Eiffel Tower then the only place in the world you can do so is in Paris, France. Likewise climates can not be altered – a Country like Tenerife for example which is well known for its hot climate will use this as a marketing tool to attract tourists.

On the other hand you do have tourism products that can be further expanded or enhanced and even duplicated. For example Walt Disney opened its first theme park in Florida, USA in 1971 known as the magic kingdom. It has continued to expand over the years and now has Epcot, Disney Hollywood Studios and Disney Animal Kingdom along with resort hotels and other attractions have opened nearby with Water parks, Golf Courses, entertainment venues and much more. In addition to this they also expanded with the opening of Tokyo Disney Resort in 1983 and Disneyland Paris in 1992. Therefore if you now wish to visit Disney world then you have three Countries in which to choose from.

Products which satisfy tourists leisure, pleasure or business needs at places other than their normal place of residence are known as tourism products. A tourism product could also be an event such as a famous tennis tournament. Wimbledon attracts many tourists to London each year. It's known as the oldest and most prestigious tennis tournament in the world. You can't experience Wimbledon anywhere else.

Part of a tourism product is the transportation to reach a destination and it's accessibility once there. Whether the travel is by road, sea, rail or air then the positioning of airports, railway stations etc. are essential. Tourism Product can be defined as the sum of the physical and psychological satisfaction it provides to tourists during their traveling route to the destination. Components of tourism products are :- Attraction, Accessibility, Accommodation, Amenities, Food and Pricing. Image is another important factor for a tourism product. A positive image will encourage visitors while a negative one will do exactly the opposite and tourists will stay away. Images are subjective to change and can vary depending on the market. The cost should be in line with the image and should be appealing and competitive.

Question 3 Define tourism infrastructure and superstructure.

The definition of tourism infrastructure is a range of devices and institutions constituting material and organisational basis for tourism development. The infrastructure makes the foundation on which to develop superstructure. Infrastructure includes airports, electricity, gas, roads, paths, water supply, sewerage system and drainage, telecommunications, public transport, signage. In short there has to be a way to get to the destination and once there basic

facilities like electric, water supply etc. need to be in place. Clear signage is vital for independent travellers to show routes to attractions and to point out the way to their destination. Transport by air is dependent upon airports and aircraft, therefore airports are an essential element of infrastructure. A destination would not be appealing to tourists if no infrastructure was in place or if it was too difficult to travel there. The aim of infrastructure is to provide a solid basis for the development of tourist units. Therefore infrastructure is a part of the tourism industry which without the industry could not function.

The definition of superstructure is an upward extension of an existing structure above a baseline. Superstructure in tourism applies to accommodation units, restaurants and bars, hotels, recreational facilities, shops, marinas, parks, museums etc. These are structures that have been built specifically for tourists. Another example of superstructure are the airlines and the service they offer the tourist.

Question 4 What is the cluster concept in tourism.

In connection with development of tourism areas, some studies based on the concept of clusters appear. The term 'cluster' is used in scientific literature to denote a strong tendency for networking of economic activities and for their special concentration. Networks and active participation of individual players of these networks are the core features of cluster. Network relationships are particularly important for the sector of tourism, where groups of organisations try to cluster together so as to co-operate and form a tourist destination. Typical for tourism a cluster is the co-location of complementary firms, which may not necessarily be in the same sector, but may benefit by the pre-existing network membership and alliances dynamics. Networks are created and functional clusters provide access to knowledge, resources, markets of technologies for individual firms. The aim of the tourism clusters is to make use of original territorial potential based not only on the natural potential (i.e. location, character) but also on the capabilities of local population as well as presence and quality of locally based supporting industries (accommodation, transport etc.) The government, via legislation can support initiatives. Towards – The definition of tourism clusters – The concept of tourism clusters is becoming central within the tourism development and planning process and the EU perceives cluster arrangements as the preferred form of introducing innovations in different economical fields, including tourism. By definition a cluster is an interconnected system of companies and institutions whose value as a whole is greater than the sum of its parts. Tourism cluster is a geographical concentration of companies and institutions interconnected with tourism activities. This includes suppliers, services, governments, institutions, university's and competitors. Capone (2004) and Beni (2003) defines a tourism cluster as a set of attractions with touristic differential, concentrated in a limited geographical area with facilities and services of quality, collective efficiency, and social and policy cohesion, with co-ordination of the production chain and of the cultural associations, and with excellent management of companies networks that generate comparative and competitive advantages. The objective of a tourism cluster is to bring companies that normally work alone, together to build a successful tourism product in a region. A tourism cluster is associated with a touristic product and a touristic destination. According to Ferreira (2003) tourism cluster includes, in addition to the activities considered in the tourism sector, namely accommodation, catering, entertainment, and various attractions, operators and travel agencies, guides, crafts, car rentals and tourist transport, other services and related support activities, such as organisations and support services, transport infrastructure, education and training, consultancy and other business services. An example of a tourism cluster is combined of the following :-

Accommodation and Restaurants, University's, Government, Tour Operators, Travel Agencies, Theme Parks, Museums, Trade, Crafts, Meetings and Events, Sports, Transport Services.

The government should encourage and fund programs to attract private investment, invest in

infrastructure as well as promote the region tourism as a tourism cluster can prevent a crisis.

Question 5 – What are resort complexes

Resort complexes are self contained commercial establishments that tries to provide for a tourists needs – food, drink, accommodation, shopping, activities and entertainment. The term resort may be used for a hotel property that provides an array of amenities typically including entertainment and recreational activities. The oxford dictionary defines a resort complex as a holiday resort offering a variety of accommodation and leisure facilities at a single site.

The difference between what a hotel and a resort offers has to do with the services they provide, their location, and the activities and amenities available on site. A resort is usually spread over more land compared to a hotel. Taking into account the extra land, there are more activities for tourists to participate in. Resort complexes are often situated in the midst of natural and picturesque surroundings or near beaches where hound and old can enjoy various watersports and activities.

To give an example Benidorm is a very popular Spanish resort which appeals to tourists of all ages. There is an all-inclusive plus complex called the Magic Natura Animal Waterpark and Polynesian lodge resort situated 5km from the resort centre of Benidorm. For a set price tourists are offered accommodation in the form of modern air-conditioned lodges (some of which have outside hot-tubs), all inclusive food and drink. The complex boasts three bars including a cocktail bar, three restaurants, 2 outdoor pools, air-conditioned gym, a shop, daytime activities, children's club, free internet access and day and night time entertainment. In addition to this they also offer free unlimited use of the Zoo and Waterpark situated within a short walking distance. However free buses are available to both of these and run throughout the day. A free bus is also available to the beach or to visit the centre of Benidorm with its vast array of shops and bars. Guests also have the privilege of using the facilities at the Magic Natura's three sister hotels and receive discounted food and drink.

To sum up the wider the range of things to do while visiting a resort complex then the more appealing it will become to the tourist and hopefully encouraging them to return or to encourage others by giving it a favourable review.

Student Statement:

By submitting this assignment, I confirm that this is my own work.

Student Signature	Sharon Corkhill	Date	21/02/2017
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For Tutor / Assessor Use Only

Total Marks	
Marks Obtained	
Percentage / Grade	