

Tourism services and products

Tourism services

services are invisible goods of a special kind



tourist service is a set of purposeful actions in the service sector



tourist service is the result of the activity of the tourist enterprise



tourist service is delivered to the place of its generation

Composition of tourist services

booking services

transport services

accommodation services

food services

excursion services

medical support and insurance

guide services

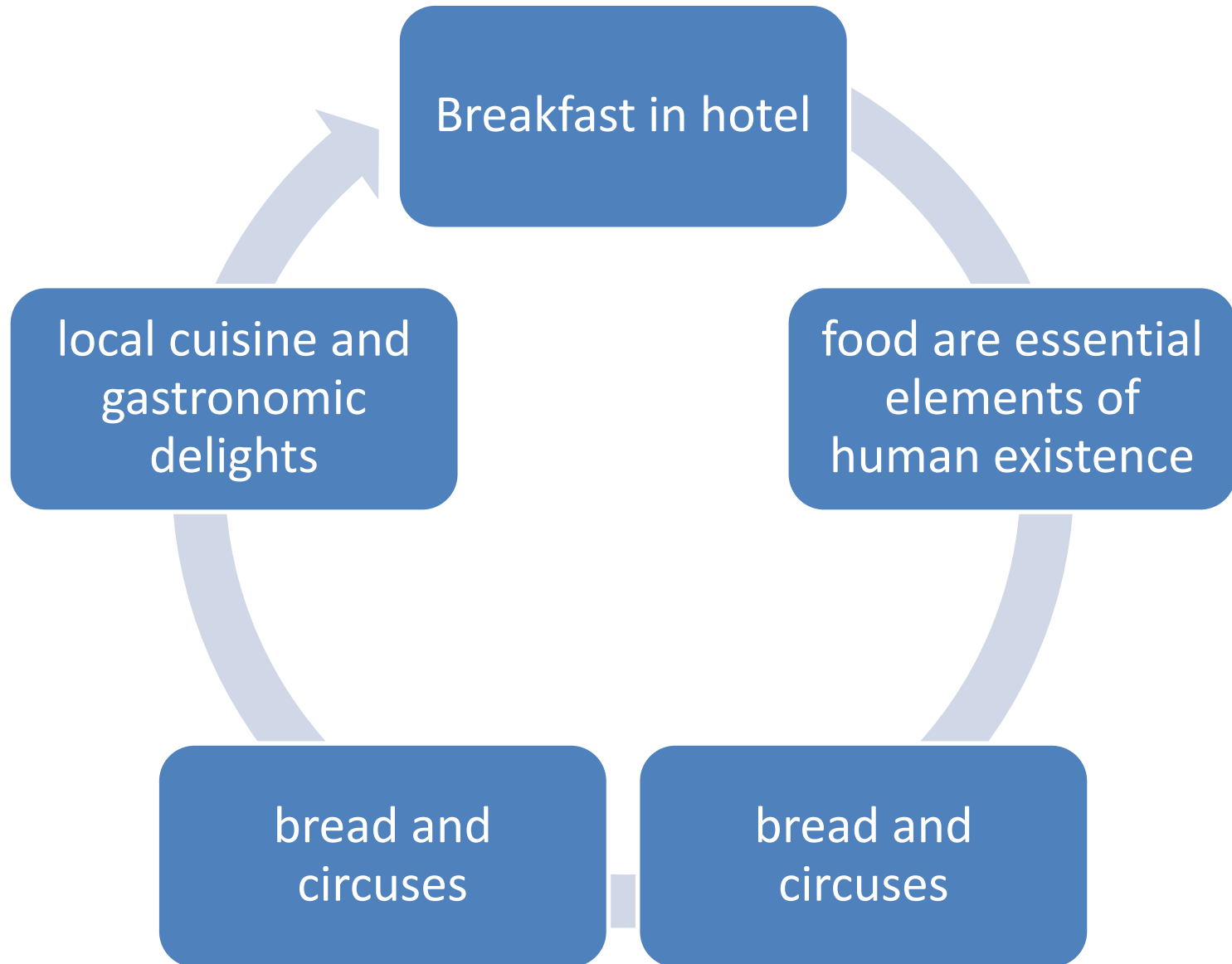
translators

The transportation service consists of several stages

transfer - the delivery of a tourist from the place of gathering of a group of tourists to the terminal of the main carrier

The main stage of transportation for a sufficiently large distance

Food services



COMPOSITION OF TOURIST
SERVICES INCLUDES

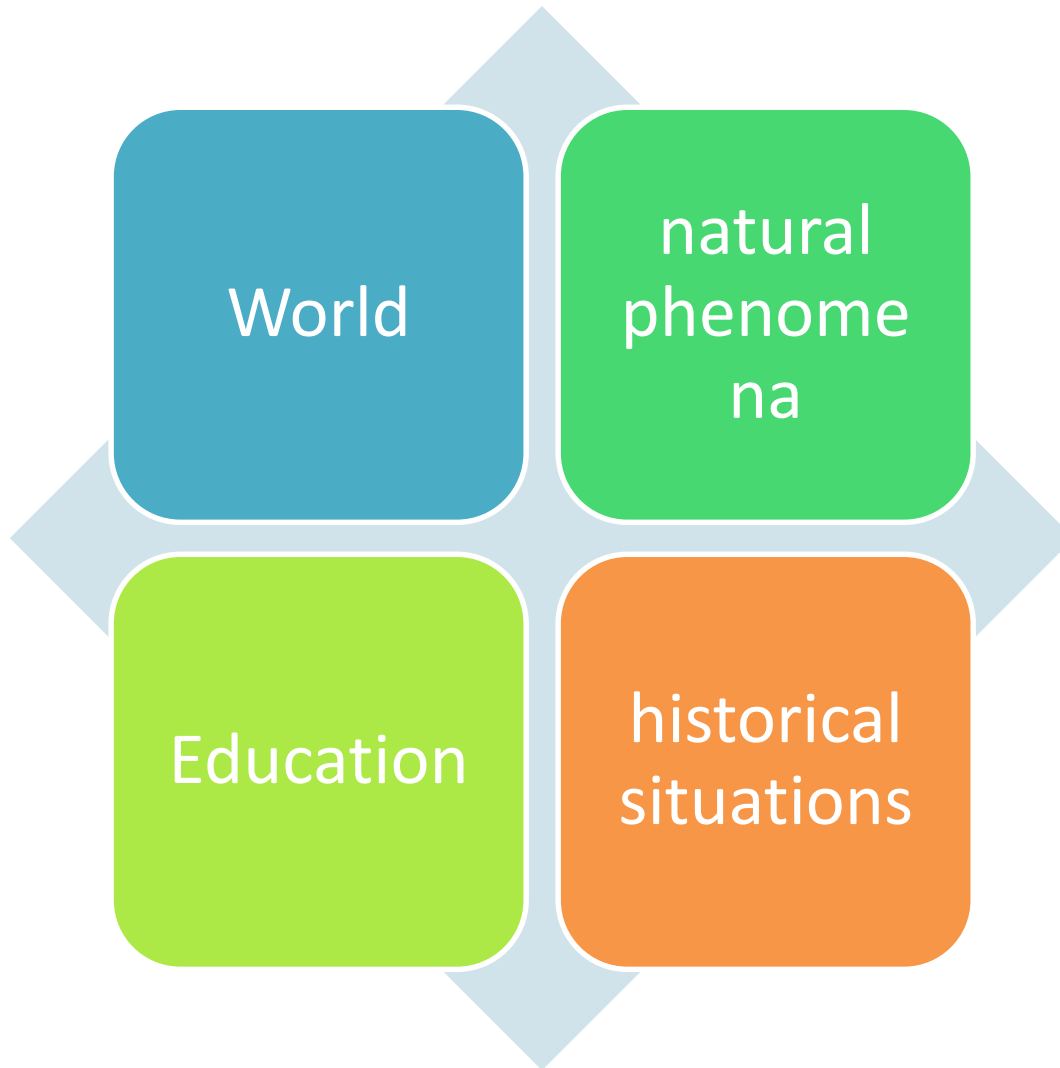


Excursions

Hikes

Trips

opportunity to explore



excursion
is divided
into

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graph TD; A((excursion is divided into)) --> B((Sightseeing excursions)); A --> C((Thematic excursions)); B --> C;
```

Sightseeing
excursions

Thematic
excursions

SIGHTSEEING EXCURSIONS

use historical and modern material

display of various objects

the events are presented in close-up

gives a general idea of the city

have their own characteristics



thematic excursion

devoted to the disclosure of one topic

based on one or several events

the most interesting works

Thematic excursions are divided into

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graph TD; A[Thematic excursions are divided into] --> B[Historical]; B --> C[Industrial]; C --> D[Natural history (ecological)]; D --> E[Art criticism]; E --> F[Literary]; F --> G[Architectural and town planning];
```

Historical

Industrial

Natural history (ecological)

Art criticism

Literary

Architectural and town planning

number of participants of the excursion are divided into

Individual

for the local population

visiting tourists

adults

schoolchildren

Excursions by
the way of
movement

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graph TD; A[Excursions by the way of movement] --> B[walking excursions]; B --> C[using different types of transport];
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walking
excursions

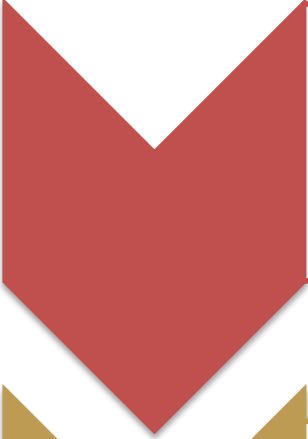
using different
types of
transport

The excursion routes

Route development

promote the most complete disclosure of the topic

technology for creating a new excursion



- In the classification of methods for conducting excursions are divided into two groups:



- technology of show



- technology to tell story

Transport services



most important components of the state economy

the role of transport in solving social problems

transport provides the development of international economic relations

allows the development of industries

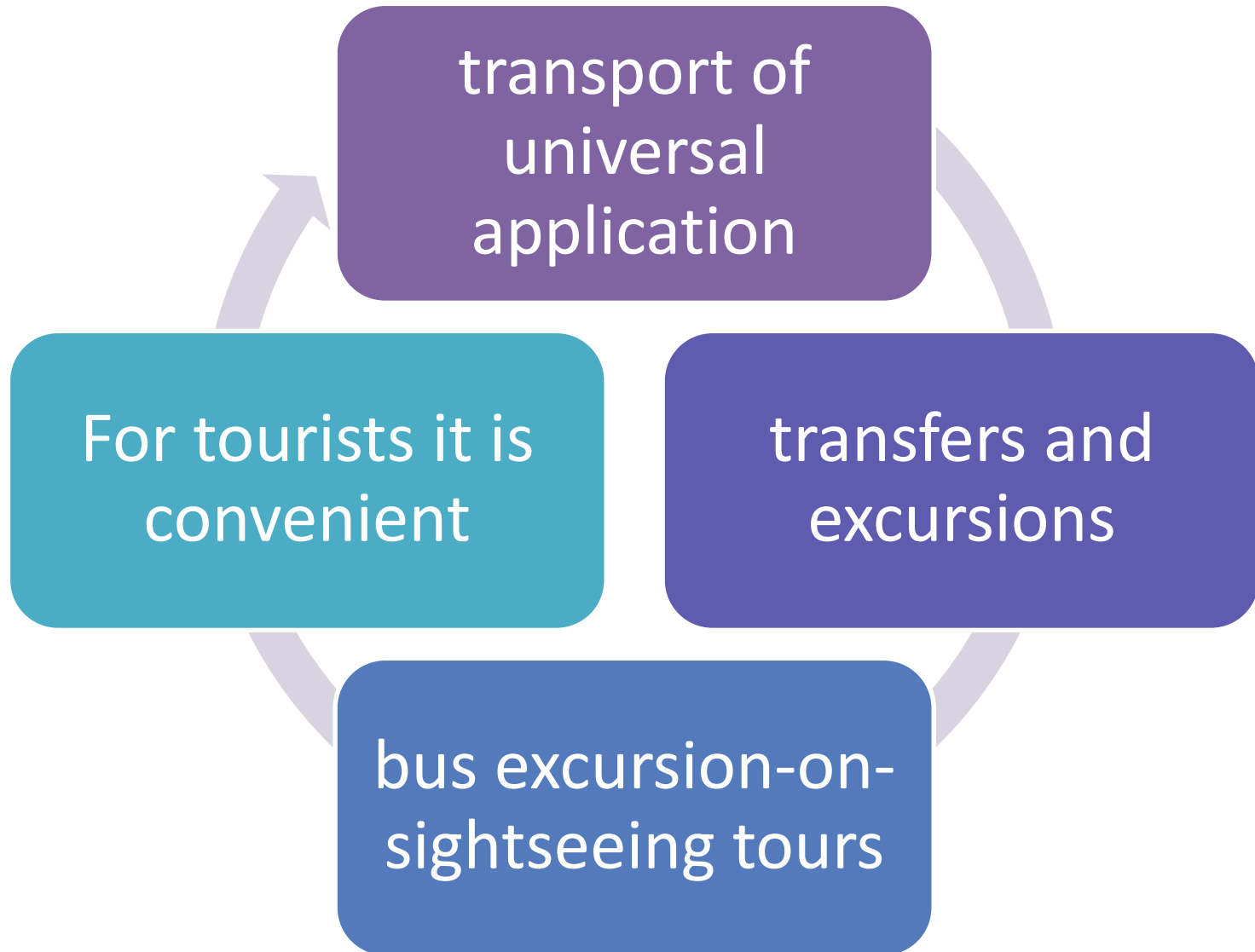
Transport services - one of the main types of services in tourism

Various types of transport are used by tourist organizations

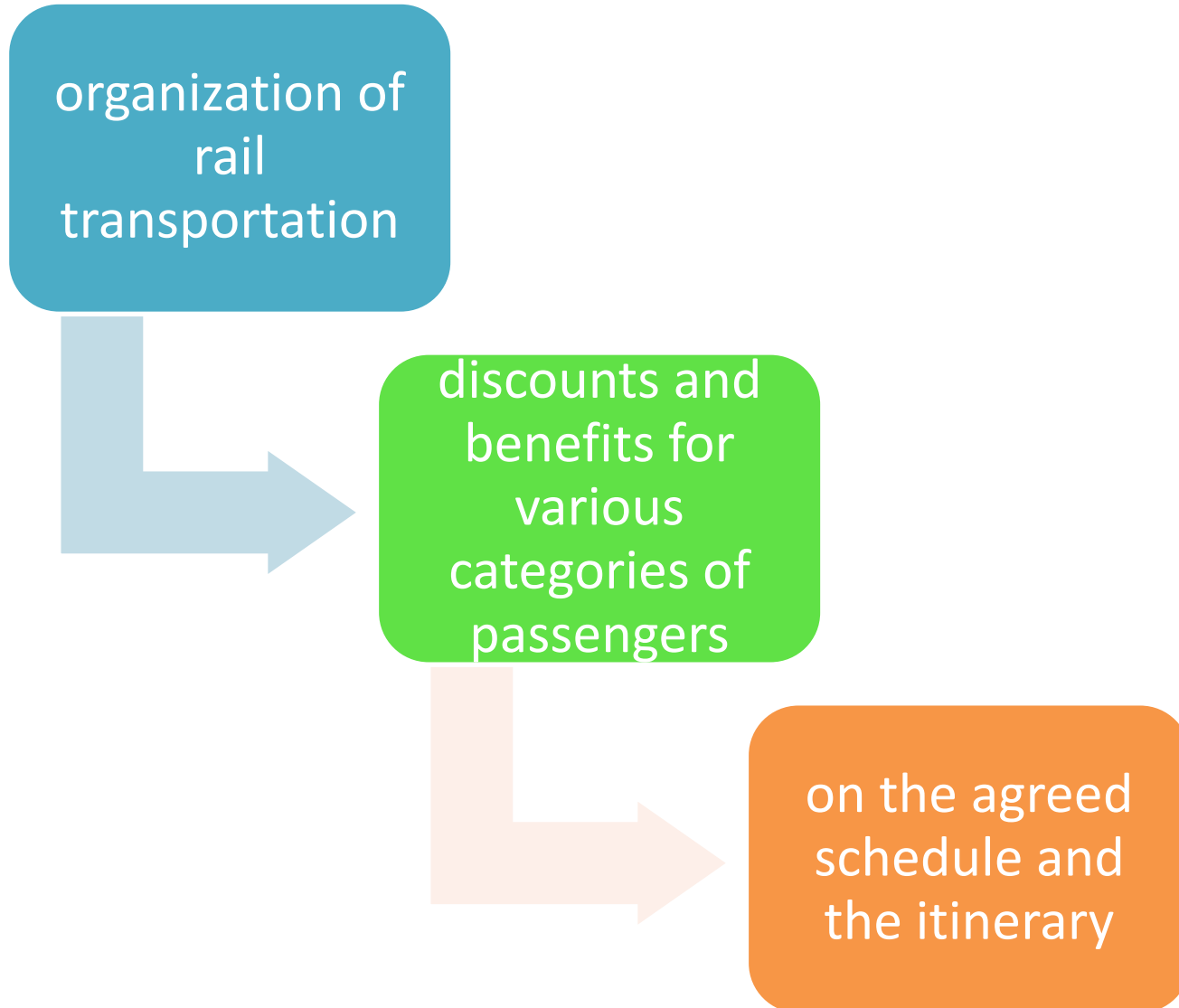
The main share of transport services is aviation services

Traveling long distances

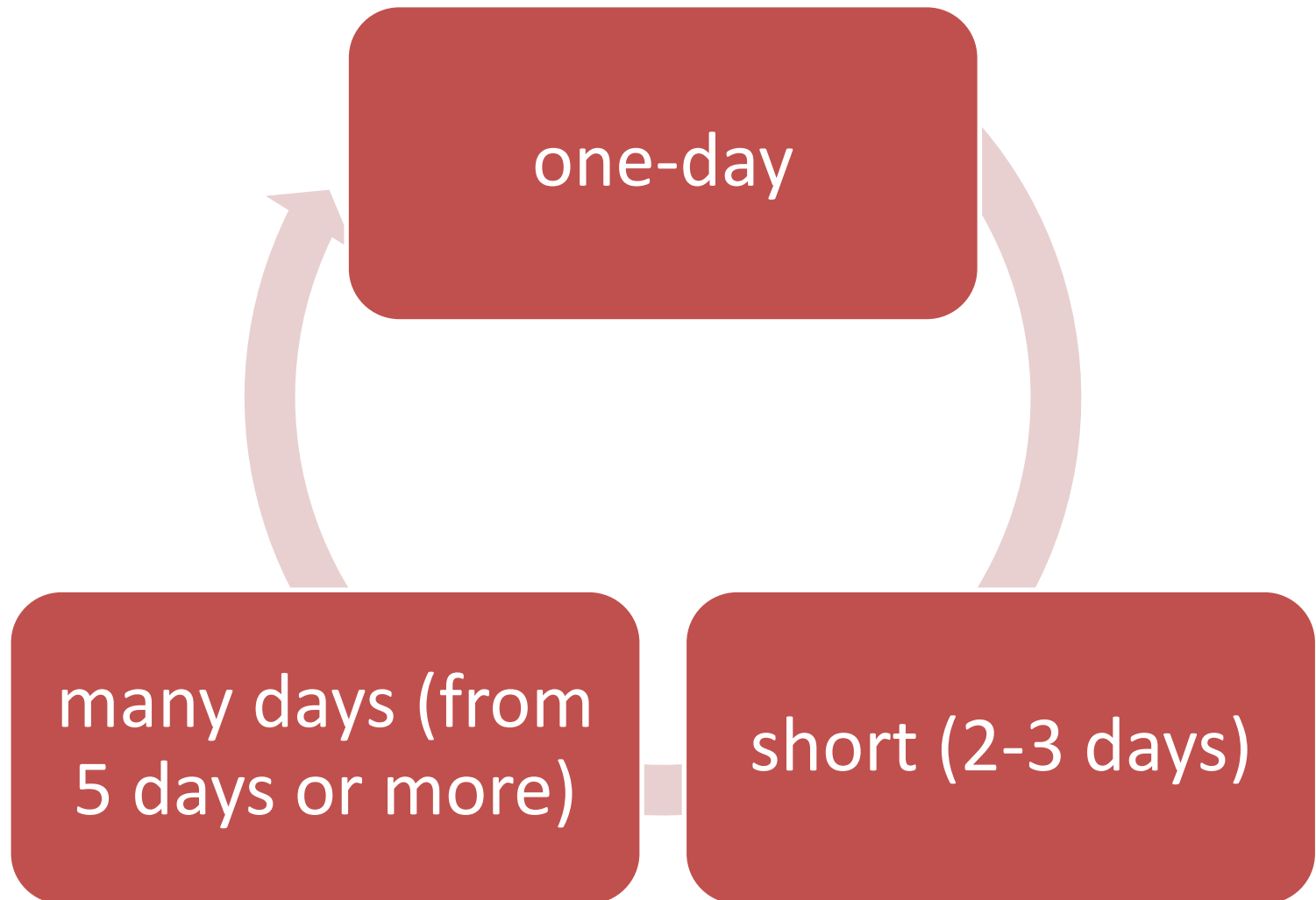
Transport services



Railway services



Standard railway tours can be divided into three separate categories:



Cruise companies are divided into four main categories

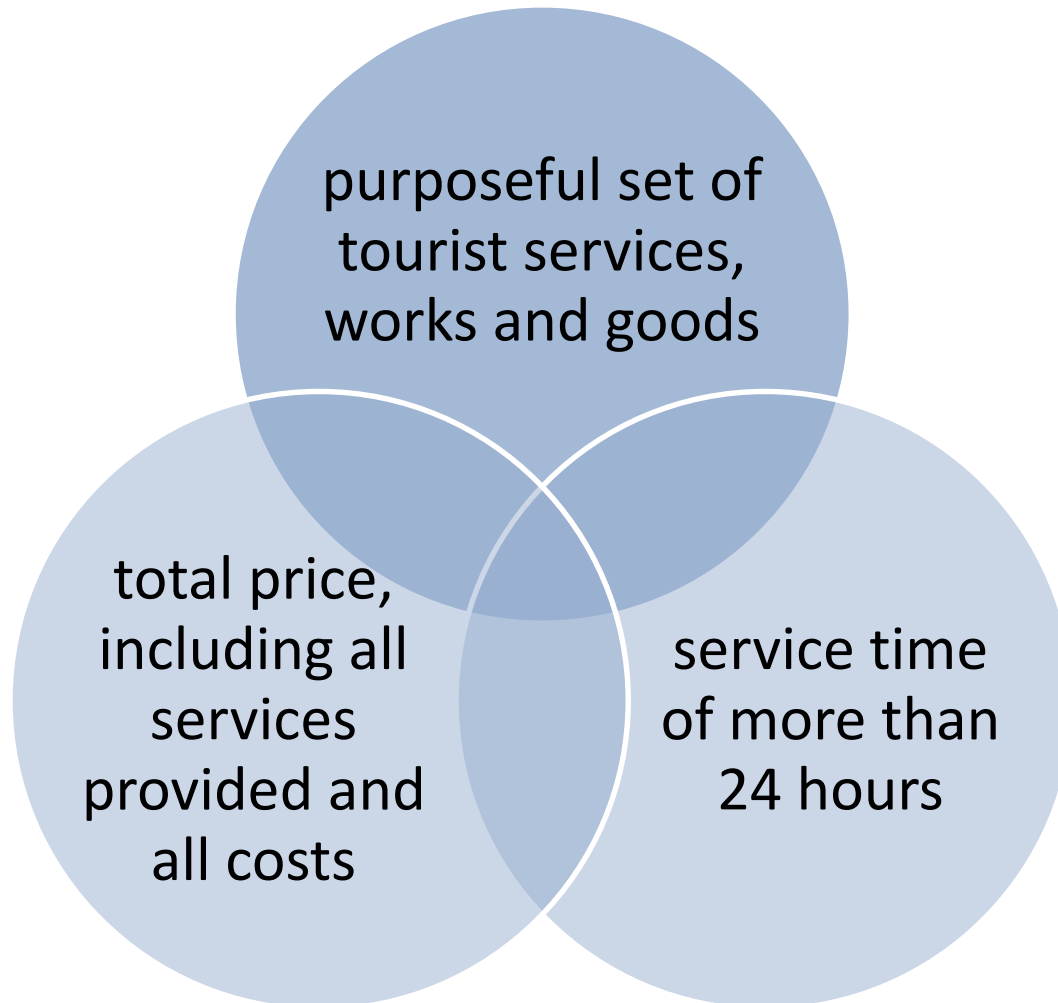
standard (they are usually designated ***), for example, Dolphincruiseline

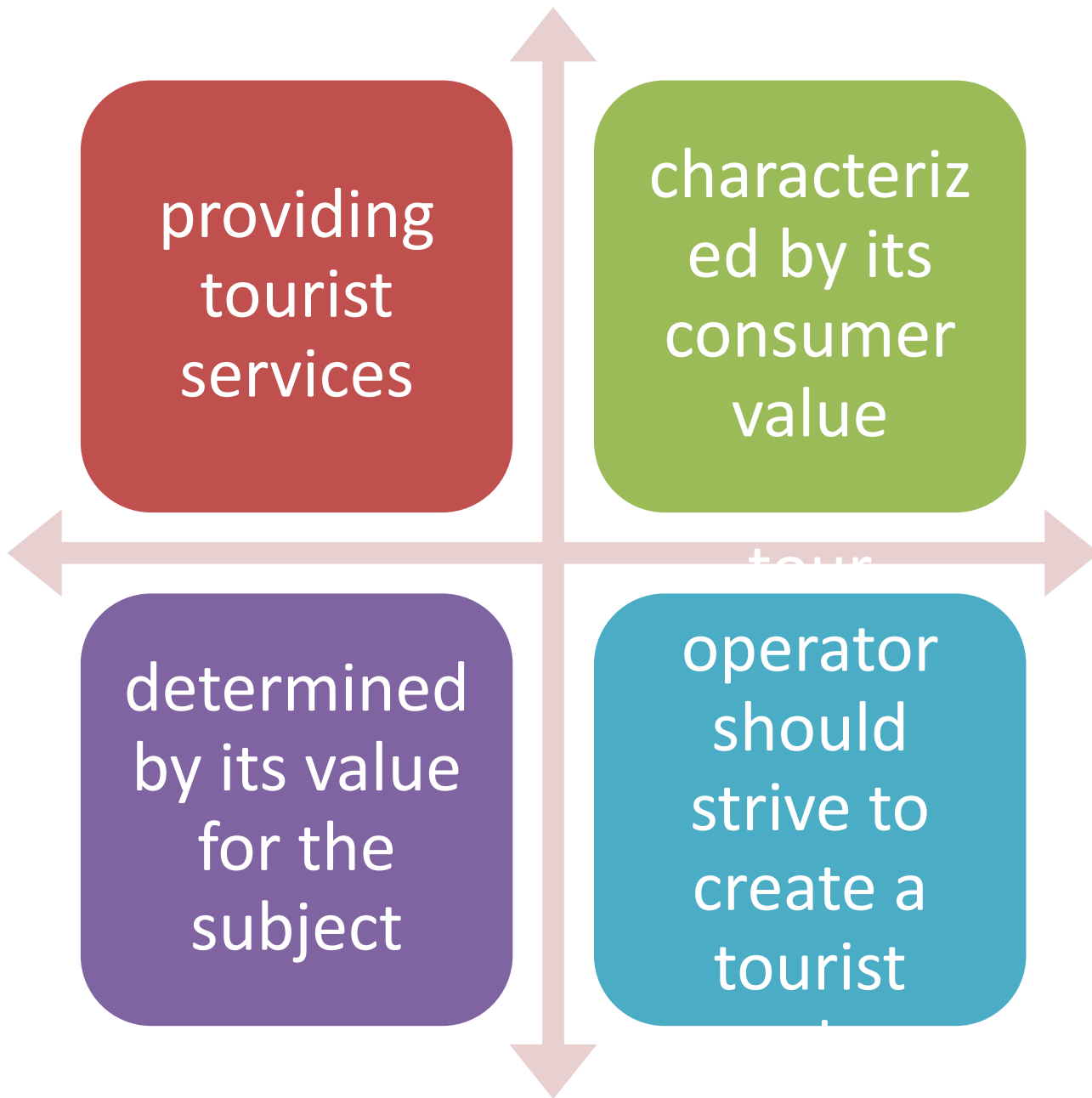
first-class (****), for example, Costa Cruises, Norwegian Cruise Line

prestigious (*****), for example, Holland American Line, Celebrity Cruises

Deluxe Suite (*****) for example, Sea bourn

tourist products





Tourist goods

material
goods

souvenirs
and

commodity
products

Special sense is acquired by tourist goods of personal consumption

the possibility of a vigorous waste of money is a pleasure, relaxation

the need to purchase souvenirs and souvenirs of personal consumption

the acquisition of objects and goods, the need for which a tourist has come up in connection with this particular trip

tourist regions and centers in places of concentration of tourist interest objects