

Q. Illustrate with a diagram the product mix of tourism sector.

8

given

Product is the combination of tangible and intangible elements. The tourism product, which is mainly the destination, can only be experienced. The views of the location, the travel to the destination, the accommodation and facility as well as the entertainment at the destination all form the tourism product. Thus it is a composite product combination of attraction, facilities and transportation. Each of these components has its own significance in the product mix and in the absence of even single components, the product mix is incomplete.

PRODUCT LEVELS

In planning its market offering, the marketer needs to think through five levels of product. Each level adds to the customer value, and the five constitute a customer value hierarchy.

The levels of the product that the travel and tourism industry offers to its customers are as follows:

1) Core product

The core product offered by Travel and Tourism industry is the destination. It is core because the main aim of the tourist is the destination where he has to reach or go.

2) Basic product

The basic products offered by Travel and Tourism industry are ticket booking, transport, sightseeing, hotel booking.

3) Expected product

These are the products that the customer expects the organization to offer. These are impeccable services, seat availability on needed time as it is critical to business travelers, accurate information, quick check in for the senior manager of the company, authentic information, information about various packages, different routes leading to a particular destination.

4) Augmented product

These are the products that are offered by the companies to distinguish itself from others. These products become expected products in the future. Those are flat beds in business class, Wi-Fi connection in hotels, customized meals on board, tele checking 8hrs booking in hotels, hotels providing laptops on request, internet access as complimentary for the corporate packages.

5) Potential products

These are the future products that the companies will offer to its customers. These can be underwater tourism, hovercraft for traveling. Also Virgin Atlantic airlines are thinking of adding a casino and a shopping mall in the airline.

Now, let us discuss the concept of product mix of tourism sector with the example of The Kuoni Travel Group, India .

About the Company

The Kuoni Travel Group, India, is the country’s largest travel and tourism company and a 100% subsidiary of Kuoni Travel Holding. Kuoni India’s vision focuses on providing all travel and travel related services to travellers from, within and to India.

It was formed when Kuoni Travel Holding, Switzerland acquired SOTC (100% equity) on May 22, 1997. It became the largest with acquisition of SITA world travel a fore runner in destination management and travel market.

Today it is active across every travel segment and operates a number of successful brands in India.

Service Marketing Mix of Kuoni Travel (India)

Sr.No.	Benefit	Meaning	With reference to the travel & tourism industry
1.	Core benefit	The fundamental benefit of service that the customer is buying	Travelling
2.	Basic product	Functional attributes	Ticketing, Hotel Reservation
3	Expected	Set of attributes the buyer	Customer friendliness, good

	product	already expects	food, safety
4.	Augmented product	That meets customer desires beyond expectations	Prompt service, comfortable trip, spectacular sights and music
5.	Potential product	The possible innovation to distinguish the offer	Totally customised tour packages. 'A' grade service at every stage