**CHARACTERISTICS OF THE TOURISM AND HOSPITALITY INDUSTRY**

## PERISHABILITY

Perishability plays the most significant characteristic in the tourism industry. The product or services in the tourism and travel industry are been availed as they are produced. Usually, the service can’t be stored as they are highly perishable. When the room in the hotel is not reserved tonight, you can’t take ‘tonight’ and sell it tomorrow.

Uncertainty in guest demand may leverage this matter, therefore hotels and travel agencies may overbook available rooms. Looking for an alternative solution for the guest and surviving with the consequences of overbooking is statistically more economical. As hospitality services do have a time frame for utilization.

## INCONSISTENCY

Probably, tourism industry products and services may be dissimilar. Also, even the same hotel room in the same week with the same weather can be discerned variously. Usually. It completely determines the experience that the guests make. Cogent product imputes like nights of stay, their price and also additional services that may be compared to a slight level. It becomes demanding to deal with the guest’s perception of the product generally it is highly pretentious by many un-influenced aspects such as construction sites, other customers, weather, etc. Therefore, this product or service is very inconsistent and can’t be systematized.

## INVESTMENT AND IMMOBILITY

Speaking about the hotels and other lodging accommodations there is generally a large capital lockup in the assets. A hotel does have furniture, TV sets, amenities, restaurants, laundry service, pools, saunas, etc. these are the invested capital that has to get paid off.

Basically, the thing those investments are been attached to one spot which means that the tourism industry is to an enormous extent and it depends on the attractiveness of the region, the country, its surroundings, and so forth.

## PEOPLE-ORIENTED

Basically, the tourism industry forms entirely upon people. The communication between the staff and the guest determines the discern quality of a product. Unlike perceptible products where the guest purchased definite features, production quality, durability, etc. the holiday quality standards outcome from unique interactions which initiate with the information and booking process over the stay up to the journey home.

## INSEPARABILITY

At the time of the guest’s service in the hospitality industry, generally, the service staffs perform as an actor on the stage. It requires high skills for handling the equipment to give tangible services. Hence, service can’t be split from the service providers; occasionally guests also are involved in the preparation of products and services. They engage when they involve in the preparation of products and services.

## INTANGIBILITY

Basically, the service is those things that can’ be seen, tasted, heard, or smelled and measured before they are received. Therefore, [**hotel industry**](https://www.hotelierlife.com/introduction/) service staff must give special attention to personalizing its service etiquette, communication, quality of service equipment, its environment, and the quality of products. So, at this moment the guests might feel and experience the services provided by hotel service staff. Intangibility refers to functional services that count more than tangible or technical services and tangible refer to what we do serve and intangible refers to how we do serve. If the guests are satisfied with the service quality of the hotel they will come back again in the future.

## INFLEXIBILITY

Usually, travel products are justly inflexible in terms of fluctuations. Hotels can’t replace their capacities quickly sufficient to react to spontaneous fluctuations in demand. Therefore, such an organization will try to adjust between low and high demands, so that it won’t get much burden for the organization when the restaurant tables remain vacant and for guests when there are no more tables obtainable.

## VARIABILITY

Generally, the services are been highly variability because the same type of room or food provides a distinct level of pleasure and satisfaction to the different guests at different times so the guests might feel distinct experiences. Hence, the same guest might receive distinct feelings at different times. It doesn’t depend upon the quality of service and what we do serve also depends on how we serve and also it depends upon how the guest receives it.

## HETEROGENEITY

In the hotel industry, the system of services and products can be varying from one hotel to another. This is the essence of the hotel industry; therefore, the guests do have various choices to choose from them. For example, the same dish offered by one hotel could be different in taste from another hotel also the same kind of guest room offered by one hotel could have different kinds of amenities from another hotel. So, that’s why it’s been said that the facilities, amenities, the brand, the service staff, the methods of food preparation and the complementary offered to a guest play a vital role.

## STAFF INTENSIVE

The hospitality industry is been known for its service-oriented nature, so, therefore, it does require a vast quantity of hotel staff to create a memorable experience for the guests. This characteristic is mostly correct for those organizations which target high-ended guests. For example, 5-star hotels do focus on providing one-on-one services to their guests and whereas in fine dining restaurants the staff-to-guest ratios are high.

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Even though the advanced technology does play a major role in the replacement of some simple tasks in the whole service process, guests who concern with the component of ‘care’ usually anticipate a great amount of human communication and personalized services in their consumption experiences. It elucidates why the hospitality industry is always in high demand for staff and they are ready to spend time and resources in training and recruiting potential candidates to join their hotel.

## BUILDING RELATIONSHIP

Most hospitality industry depends on their repeated guests for survival. So, therefore, need to build long-term relationships with guests that will benefit the organization by producing firmly fixed revenues regardless of the unreliability of seasons and at the same time, must develop a brand reputation through repeated guests by their positive word-of-mouth.

For developing brand loyalty, need to utilize different methods by the hotels, lodging and foodservice sectors, such as membership programs that give privileges and incentives to frequent guests.

However, higher management authority of the organizations do believes that building casual ways of “friendship” between front-line staff and the guests through a high degree of modification and personal attention will be able to win the loyalty of guests in the long run.

## DIVERSITY IN CULTURE

Often, closely connected with the tourism industry, it won’t be surprising that people associated with this hospitality sector, regardless of guests or staff are experiencing diversity in culture through interacting with others. Generally, a hospitality staff does have a lot of interactions with the guests from distinct regions or work and corporate with other colleagues who may have different backgrounds and cultures.

 Due to their dissimilarities in religious beliefs, principles and values, there might be some disputes and misinterpretations can easily occur. Therefore, staffs need to be open-minded and must come up with solutions for resolving issues in their duties. For e.g. from the guest’s point of view, some of them abstain from meat due to their practice or religious beliefs. So, therefore, restaurants must offer vegetarian food for those guests in order to satisfy their needs.