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Annals of Tourism Research

Volume 21, Issue 3, 1994, Pages 582-595

The tourism product

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[https://doi.org/10.1016/0160-7383\(94\)90121-X](https://doi.org/10.1016/0160-7383(94)90121-X)

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Abstract

An industry is characterized by a generic product and production process. For tourism to be considered an industry, it is necessary to show that such a generic product and process exist. This paper argues that they do exist, and presents a model that describes the product as consisting of five elements: the physical plant, service, hospitality, freedom of choice, and involvement. The generic production begins with raw inputs, progresses through intermediate inputs and outputs, to final outputs, or the tourist's experience. The model is a potentially important contribution in the debate about tourism as an industry; it also formalizes the intuitive notion of many authors that tourism products are fundamentally experiences.

RÃ©sumÃ©

Tourisme: le produit. Une industrie se caractÃ©rise par un produit et un processus de production gÃ©nÃ©riques. Pour que le tourisme soit considÃ©rÃ© une industrie, il faut dÃ©montrer qu'il existe un produit et un processus gÃ©nÃ©riques. L'article contient une explication de ces deux Ã©lÃ©ments existant bien pour le tourisme. Le produit

soutient que ces deux phénomènes existent bien pour le tourisme. Le produit comprend cinq éléments: bâtiments et matériel, service, hospitalité, liberté de choix et engagement. La production commence par des consommations brutes et progresse par des échanges économiques intermédiaires jusqu'au point final de production, c'est-à-dire l'expérience du touriste. Le modèle pourrait bien être une contribution importante au débat du tourisme comme industrie; il formalise aussi l'idée intuitive que les produits du tourisme sont en quelque sorte des expériences.



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Keywords

product; industry; supply side; production processes; economics of tourism; definition

Mots-clés

produit; industrie; offre; processus de production; économie du tourisme; définition

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