The visitor 'Attraction' product

'Products' have traditionally been associated to do with *manufactured* goods, things we make in factories.

In the service industry, we have a '**product/service mix'**
- *"The product/service mix is the combination of products and services, aimed at satisfying the needs of a target market" – (Reneghan 1981).*

We need to understand this idea/concept as this is how we can market effectively:

Therefore an attraction product is:

- Offering the business as a **whole** to present and potential customers

- Bundle of **be**_____ designed to satisfy needs and wants

- Solve **pr**_____ of specified *target markets*

- Composed of both **ta**_____ & **int**_____ elements

- Could be a dinner plate or even a *'feeling'*

A theme park has **t**_____ elements like the physical *rides* but also **i**_____

elements such as *excitement* or *fear*. So an attraction has to consider how its markets both of

these elements.

Can we name and describe the **t**_____ and **i**_____ elements of these following products? Choose **2**.

- A beach
- London Olympics 2012
- Watching a basketball game
- Visiting a church

_____

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5 important elements of an attraction product

Element	How and why: what does it mean
The customer themselves are involved in the production process	The way the customer **u**_____ the product Basically the customer **cus**_____ the product
Staff involved in the producing and delivering the product are part of the product itself:	Staff **att**_____, **pro**_____ and **app**_____ are important Important when recruiting and _____
Service products are not standardized	Production is *continuous* with the *customer* and the *deliverer* (staff) so it changes for **every person**
The product is perishable	Time sensitive, cannot be **st**_____. Difficult to manage **sup**_____ and **dem**_____
No tangible product can be taken home	Shattered dreams cannot be replaced!

Summary of worksheet	Summary of worksheet in Chinese

In your opinion, what is the most important thing to remember?

What are the keywords from this worksheet?

English:	Chinese translation: