

Answer 01:

To overcome the problems related to characteristics if the service, companies operating in hospitality and tourism industry should:

- *Invest in physical evidence
- *Invest in good hiring and training procedures. Recruiting the right employees
- *Standardize the service-performance process throughout the organization
- *Monitor customer satisfaction: Use suggestion and complaint systems, customer surveys, and comparison shopping and providing them with excellent training is crucial,
- *invest in self service technologies SST's and automation
- *apply a dynamic pricing

Answer 02:

To conduct a marketing research study, three basic approaches can be adopted:

Observational research is the gathering of primary data by observing relevant people, actions, and situations

Survey research is the approach best suited to gathering descriptive information. Survey research can be structured or unstructured.

Experimental Research

The most scientifically valid research is experimental research, designed to capture cause-and-effect relationships by eliminating competing explanations of the observed findings.

Answer 03:

The company operating in hospitality and tourism industry should adopt the internal marketing approach in order to satisfy the employees.

The most important internal marketing practices are;

Training, motivation, empowerment, internal communication and service culture

Answer 04:

Algeria has a huge potential (capacities), specially the natural ones, to be an attractive tourism destination, but we need to many factors to succeed such as;

- *Design of a comprehensive tourism strategy that includes all economic sectors

- *Having a good infrastructures like roads, airoports, ports..

- *Security stability

- *Preparing and encouraging the local population to adopt tourism culture

- *practicing an effective tourism promotion