

### **Answer 01:**

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

- \*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),specialy 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