Services Marketing Paper

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**Introduction**

Managing a business is not an easy task. It requires a great level of effort and a deep insight so that a manager or a business owner can successfully run a business and earn profit from it as well. The task becomes even tougher when there is no product involved. The services sector has to focus solely on the quality of the services it is providing and give excellent level of services that it provides to the customers. Travel and tourism is an important type of service business as it does not provide any tangible commodity to the client but only services and the quality o9f services determine the success of the business.

**Discussion**

**Service Description/ Overview**

The travel agency formulated by me and my friends, Green Travels and Tourism, a number of travel services are offered. Most of the services or travel packages that are offered by the tourism company are domestic-based. Most of the travels and tourists like to travel inside the country and to the states, they have never traveled to before. There are a number of packages in different ranges and with different durations and the client can choose according to their budget and availability.

**Travel Packages**

Green Tours and travels provides exclusive and enjoyable services to its guests. One of our exotic packages includes a tour to California. It is named as “California Calling” and the total cost for this package is $1155. Another exotic package for adventure lovers is “Tour de National Parks” which spans over three days and costs only $771. Another grand tour package consists of a longer period of time, i.e., 13 days but the price is completely economical, only $3509.

**Services Mix**

It has always been a priority of Green Travels and Tours to provide a number of luxury services to its customers. It could be seen from the package details as well that the tourism company cares about its customers and provides services to every kind of individual. There are packages available for business travelers as well as honeymoon packages. Moreover, adventure lovers also get multiple discounted and exciting travel; packages in the companies list. The travel company not only cares about the needs and demands of the people availing the services currently bust also focuses on the priorities of its old customers.

**Target Audience**

Green Travels and Tours does not have a specific target audience. There is no particular gender, race, age or class that it targets. It offers its services to everyone who wants to avail and travel with them, regardless of age, gender, race, ethnicity, religion or nationality. There are packages for business class people as well and there are travel packages that facilitate students as well. The travel company also designs and plans customized packages for people and groups who want to avail of their required or selected services.

**Pricing Strategy** As it has already been established that the travel management company does not target any specific customers or any particular class, hence the pricing strategy varies from package to package. Some packages are expensive, but they include many added and exclusive services like stay in five-star hostels and extra-luxury transports. There are packages for such people as well who do not want to spend much or cannot afford much but want to have enjoyment in a low budget. Hence, the pricing strategy varies from package to package.

**Conclusion**

Hence, in a nutshell, it can be concluded that the services sector plays a very important role in the improvement of the GDP of the country. The services sector does not provide any tangible commodity or products to its customers but the excellence and quality of its services determine the success of the business. I and my friends also started a travel and tourism company named “Green Travels and Tours”. The tourism company provides economical packages to it, customers, regardless of age, gender, class, religion or nationality.