TITLE

 [Name of the Writer]

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**Introduction**

Satisfaction of the customers is a prime focus of hospitality and tourism organization. The hospitality and tourism industry are found on the themes of selling services to satisfy consumers. The fours characteristics of service are intangibility, inseparability, variability, and perishability. These factors can be comprehensively executed through operational and marketing by the organization. Although they are widely used in the marketing of the service industry, they are however more useful in the operational aspect of any organization than marketing. Employing service characteristics in operation is more effective than in marketing.

**Operations**

The four characteristics of service can be used productively to increase the efficiency of any organization. The intangibility of service in operations can be viewed in the form of tangible evidence like the people, place and the equipment used to provide the services. Such intangibility is observed in the form of people, price and equipment used to provide service, for instance, the cleanliness in a hotel. Inseparability states that the services cannot be detached from those who provide them hence the attitude and the behavior of the employees while providing services can also be judged as the effective operations were not performed by those providing them. Variability is another characteristic defining quality of service delivered, this quality can vary in tourism and hospitality organizations due to seasonal and demand fluctuations, diminishing quality (Christine T. Ennew, 1993). Lastly, perishibility, reflects that the services are perished as they are consumed in hospitality business organizations. The number of services cannot be stored to be used at later time. The hotel room bookings and the tourist seats once taken cannot be stockpiled and delivered again in that particular time and setting, varying demand causes serious implications for operations in hospitality and tourism organizations (Teare, 1996). The organization can more productively involve service characteristics in the operations of their hospitality and tourism services because, services can perish or vary because of their nature, is difficult to market.

**References**

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