

LOS PRODUCTOS TURÍSTICOS, PILARES DE LA COMERCIALIZACIÓN

Dos ejemplos del centro histórico de la Habana, Cuba

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The Tourist Product. The Marketing-Mix Column. Several authors tend to consider the tourist products turn out to be the most important variable of the so-called marketing mix. Once the needs and wishes of the clients are identified, everything revolves around achieving success in developing tourism products that completely satisfy them. In this article the tourism products and their principal components are conceptualized; the role of experience in the formation of tourism products and the differences in existing relations between both terms is shown; and a critical analysis is made of one of the classifications of products in order to finally explain three types of existing tourism products in the Historical Centre of Havana, Cuba.