



Tourism Product Development Playbook GUIDE



OBJECTIVE



This Guide has been developed to provide additional information and tools to accompany the Tourism Product Development Playbook.

The Tourism Development Playbook has been developed by Target Euro as part of the **Compete Caribbean** Consultancy to Develop Tourism Products & Proposing a Governance Model with the help of the **Guyana Tourism Authority** and the **Tourism & Hospitality Association of Guyana**.



Target Euro is a consultancy firm specialised in multidisciplinary projects with an emphasis on the tourism sector.

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WHAT IS A TOURISM PRODUCT?

The United Nations World Tourism Organisation (UNWTO) defines a Tourism Product as **"a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific centre of interest"**. Some examples of Tourism products are Cultural tourism, Gastronomy and Wine tourism, Sun&Beach tourism, etc.

For more information see:

<https://www.unwto.org/tourism-development-products#:~:text=As%20defined%20by%20UNWTO%2C%20a,and%20creates%20an%20overall%20visitor>



ROAD MAP



PHASE 1 IDENTIFYING POTENTIAL

STEP 1: Inventory of Tourism Assets

STEP 2: Conduct Market Research

STEP 3: Stakeholder Roles



PHASE 2 MARKET REDINESS ASSESSMENT

STEP 4: Quality Assessment & Gap Analysis

STEP 5: Define Product Concept

STEP 6: Public Policies & Investment Plans



PHASE 3 BUILDING A TOURISM PRODUCT

STEP 7: Cooperation with Local Suppliers

STEP 8: Quality Human & Technical Resources

STEP 9: Create a Detailed Itinerary

STEP 10: Determine a Pricing Strategy

STEP 11: Create a Range of Tour Packages

STEP 12: Create a Marketing Plan



PHASE 4 PRODUCT LAUNCH

STEP 13: Launch your Product

STEP 14: Provide Excellent Customer Service



PHASE 5 FINE TUNING & UPSCALING

STEP 15: Continuously Monitor & Improve

FINISH



PHASE 1

IDENTIFYING POTENTIAL

BASELINE INFORMATION is the foundation for the development of tourism products. It requires a comprehensive understanding of the destination, its tourism assets, the potential markets to sell and promote to, and national and local stakeholders to be involved in product development.

This involves mapping tourism assets, conducting market research, understanding the role of stakeholders, and determining the potential for developing tourism products and experiences. Additionally, it involves studying various market segments and their varied requirements, identifying the target markets, understanding the needs and preferences of tourists through market data.



STEP 1: INVENTORY OF TOURISM ASSETS

Creating an inventory of tourism assets is an essential step in determining the potential for tourism products. The process involves identifying and assessing key attractions, experiences, services, facilities, infrastructures, and resources that can be used to create tourism products and experiences. It helps to identify the strengths and weaknesses of your destination, and develop strategies that maximize the potential for tourism development while minimizing the negative impacts on the environment and the local community.

Mapping the inventory of assets is crucial to be able to define the six A's of tourism products in the destination: Attractions (1), Activities (2), Accommodations (3), Amenities (4), Accessibility (5), and Ancillary services (6).

The Caribbean Tourism Organization and Compete Caribbean have put together a [Tourism Asset Inventory tool](#) which you can download and follow.



STEP 2: CONDUCT MARKET RESEARCH



The second step in tourism product development is to determine the potential of each product by conducting market research. This involves identifying target markets, understanding their needs and interests, and researching your destination's competition. Through market research, you can gain valuable insights into the demand for your product, the competition, and the current tourism industry trends. This information can be used to refine the product concept and identify opportunities to differentiate the product from competitors.

To conduct effective market research, it's essential to identify target markets for each product, including characteristics of the ideal customer, including their age, gender, interests, and spending capacity. By understanding the needs and preferences of your target market, it's possible to design a product that appeals to their interests and provides a unique experience.

There are many sources of information that can be used to gather data on tourism market trends and statistics, especially the **GTA** and **THAG**. By using a combination of these sources, it will be possible to gain a comprehensive understanding of the tourism market and identify opportunities to develop a successful tourism product.

Here are some examples:

Industry reports:

Tourism industry reports can provide valuable insights into current and future market trends. These reports are often produced by industry associations, research firms, and government agencies, and can be purchased or accessed online. Examples of industry reports include the World Travel & Tourism Council's (WTTC) annual reports, the United Nations World Tourism Organization (UNWTO) market reports, and research from travel and tourism market research firms like Euromonitor.

Government statistics:

Government statistics can provide a wealth of information on tourism trends and patterns. The **GTA** can provide data on visitor arrivals and other key information. You can also look at data from government agencies such as the **National Bureau of Statistics**, which provides data on visitor spending in Guyana. Tourism Boards and Ministries in other countries also publish this information and can help you learn about your competitor destinations.

Online surveys:

Online surveys can be a useful tool for gathering information on target markets and customer preferences. You can use online survey platforms like [Surveyhero](#) or [Google Forms](#) to create and distribute surveys to your target audience.

Social media analytics:

Social media platforms like Facebook, Twitter, and Instagram can provide insights into consumer behaviour and preferences. You can use social media analytic tools like [Hootsuite](#) or [Sprout Social](#) to track engagement, sentiment, and other metrics related to your target audience.

Trade shows and conferences:

Attending industry trade shows and conferences can be a great way to gather information on emerging trends and network with other tourism industry professionals. Some popular tourist tradeshow and conferences include [ITB Berlin](#), [World Travel Market](#), and the [Adventure Travel World Summit](#).

Online databases:

Online databases can be a valuable resource for gathering data on tourism trends and statistics. Examples include the [World Tourism Organization's Tourism Dashboard](#), which provides data on international tourism arrivals and receipts, and the [Statista](#) database, which contains statistics on the travel and tourism industry.

Industry publications:

Tourism industry publications like [Travel Weekly](#), [Skift](#), and [Travel Trade Gazette](#) can provide insights into current trends and emerging issues in the industry.

Academic research:

Academic research can provide in-depth analysis and insights into the tourism industry. It is possible to access academic journals and research papers through online databases like [JSTOR](#) and [Google Scholar](#).

Focus groups:

Focus groups can be a useful tool for gathering qualitative data on customer preferences and opinions. It is possible to recruit participants through social media, online forums, or by partnering with local tourism organizations.

Online reviews and ratings:

Online reviews and ratings on platforms like [TripAdvisor](#) and [Foursquare](#) can provide insights into customer preferences and opinions on specific tourism products and destinations.



STEP 3: STAKEHOLDER ROLES



Tourism product development is the result of the collaborative efforts of various stakeholders. It involves identifying all the stakeholders in the public and private sectors, DMOs, tourism businesses, and their respective roles in creating or developing part of a tourism product.

Here are some tips on how to understand the stakeholder role:

Stakeholder analysis:

Conduct a stakeholder analysis to identify the level of influence and interest of each stakeholder in the project. This analysis can help prioritise stakeholders and determine how to effectively engage and communicate with them.

Identify stakeholders:

Identify all the stakeholders involved in the tourism product development process, including the public and private sectors, DMOs, tourism businesses, and other allied businesses.

Understand the stakeholder roles:

Understand the role of each stakeholder in the product development process, including their contributions, responsibilities, and expectations.

Conduct stakeholder meetings:

Conduct stakeholder meetings to discuss project goals, timelines, and progress assessments. Use these meetings to gather feedback, make necessary adjustments, and ensure that all stakeholders are aligned with your project vision.

Consider sustainability:

Consider the environmental, social, and economic impact of your tourism product on your destination and involve stakeholders in developing sustainable solutions.

Address conflict:

Conflict can arise between stakeholders during the product development process. It's important to address these conflicts early on to prevent them from derailing the project. Encourage open communication and dialogue to resolve conflict and find mutually beneficial solutions.

Cultural sensitivity:

Tourism products often involve cultural experiences and interaction with local communities. It's important to consider cultural sensitivity and involve stakeholders who can provide insights on local customs, traditions, and values.

Involve customers:

Customers are also important stakeholders in tourism product development. Involve customers in the development process through focus groups, surveys or just a simple chat to gather feedback and insights on their needs and preferences.

Monitor progress:

Monitor progress regularly by conducting progress assessments and evaluating the effectiveness of your project plan. Make necessary adjustments to your project plan based on feedback from stakeholders and changes in the market or customer demand.

Monitor and evaluate outcomes:

Once your tourism product has been developed, it's important to monitor and evaluate its outcomes to ensure that it's meeting the needs of customers and stakeholders. Use metrics such as customer satisfaction, visitor numbers, and economic impact to evaluate the success of your product.



CHECK LIST

PHASE 1



Tick the boxes as you complete the list

HOW TO DEVELOP A TOURISM INVENTORY

☐

Identify all key Tourist Attractions that can attract visitors to your destination

☐

Map all the Tourism Activities and Experiences that tourists can do

☐

Assess all Tourism Facilities, Amenities and Services that tourists can use

☐

Analyse all the Resources that your product will need to be successful

☐

Identify Complementary Services and Infrastructure that can be included in your product

HOW TO DO EFFECTIVE MARKET RESEARCH

☐

Identify the target market for each product, their needs and interests: age, gender, travel preferences

☐

Research the competition to understand their products, pricing strategies, and marketing tactics

☐

Gather data on tourism trends by observing first hand or ask for data from trusted sources like the GTA or THAG.

☐

Use the insights gained to refine each product concept

HOW TO CARRY OUT AN EFFECTIVE STAKEHOLDER ANALYSIS

- ☐ **Identify stakeholders and understand their roles**
- ☐ **Engage local communities**
- ☐ **Conduct meeting with stakeholders to discuss roles, expectations, issues and input in tourism products**
- ☐ **Create a project plan that outlines your vision and action plan**
- ☐ **Foster collaboration and develop partnerships**
- ☐ **Address any areas of conflict**
- ☐ **Get feedback from your customers. This can be done through a short survey**
- ☐ **Encourage environmental, social, and economic sustainability**



PHASE 1

Quiz

What is the first step in the development of tourism products?

What is the purpose of mapping tourism assets?

What does understanding the role of stakeholders involve?

What are the two types of market research conducted to determine the potential for tourism products?

What are the two types of information studied when identifying target markets?

Puzzles

Create a word search with words related to tourism product development.

Create a crossword puzzle with clues related to tourism product development.

Trivia

What is the difference between qualitative and quantitative market research?

What is the purpose of a Public Policies & Investment Plan?

What is the purpose of creating packages for different market segments?

What is the importance of providing excellent customer service?

What are the benefits of continuously evaluating, monitoring, and improving a tourism product?



PHASE 2 MARKET READINESS ASSESSMENT

PHASE 2: Market Readiness Assessment is focused on assessing the quality and potential of your tourism product. This involves carrying out qualitative assessments and gap analyses and defining a product concept.

Additionally, a Public Policies & Investment Plan is needed to provide a roadmap for government agencies and private investors to invest in the development of tourism products and infrastructure. Through this process, it is possible to draft a final tourism products portfolio with considerations on market readiness and criteria for prioritisation and timing.



STEP 4: QUALITY ASSESSMENT AND GAP ANALYSIS

Compared to "Inventory of Tourism Assets" (Step.1), this step is a more specific analysis of the quality of each potential tourism product you identified in Phase 1. The analysis should be carried out using the quality assessment checklist below.

QUALITY ASSESSMENT CHECKLIST

Ease of access

☐

Is your tourism product easily accessible by various modes of transportation?

☐

Is the transportation infrastructure well-developed and efficient?

☐

Is there proper signage and information available to guide visitors to your tourism product?

Attractiveness and proximity to other attractions

- ☐ Is the tourism product attractive and visually appealing?
- ☐ Is it located in a scenic area or within close proximity to other attractions?
- ☐ Are there provisions for outdoor activities and recreation?

Cleanliness and maintenance

- ☐ Are the facilities and surrounding areas clean and well-maintained?
- ☐ Are restrooms and other amenities in good condition?
- ☐ Are there provisions for waste disposal and recycling?

Visitor safety and security

- ☐ Are there adequate measures in place to ensure visitor safety and security?
- ☐ Is the tourism product equipped with fire safety provisions and emergency exits?
- ☐ Are there trained staff on site to handle emergencies?

Overall visitor experience

- ☐ Are the facilities, activities, and services of good quality?
- ☐ Are there provisions for visitors with special needs?
- ☐ Are there adequate food and beverage options available?

Educational value

- ☐ Does the tourism product provide educational value to visitors?
- ☐ Is there information available on the cultural, historical, or environmental significance of the product?
- ☐ Are there guided tours or other educational programs available?

Quality of customer service provided by staff

- ☐ Are all staff members friendly, courteous, and helpful?
- ☐ Are they knowledgeable about the tourism product and its offerings?
- ☐ Do they provide prompt and efficient service?
- ☐ Do they handle complaints and issues in a professional and empathetic manner?

Availability of information and assistance

- ☐ Is there adequate information available about the tourism product and its offerings?
- ☐ Is the information accurate and up-to-date?
- ☐ Are there maps, brochures, and other material available for visitors?
- ☐ Is there staff available to provide assistance and answer questions?

Value for money

- ☐ Are the prices for admission, activities, and services reasonable and competitive?
- ☐ Are there discounts or special offers available for certain groups or events?
- ☐ Are visitors getting their money's worth in terms of the quality of the experience?

Sustainability

☐

Does the tourism product have a positive impact on the environment and local communities?

☐

Are there measures in place to reduce waste and conserve resources?

☐

Are there efforts to involve and benefit the local community through employment or other programs?



STEP 5: DEFINE PRODUCT CONCEPT



Based on the information gathered in Phase 1 (Steps 1, 2, and 3) and Phase 2 (Step 4), you can now define your product concept. Your product concept should capture the essence of the tourism product and communicate its unique selling points and value to your target market. You should develop your product concept in alignment with your destination's /country's overall tourism strategy and vision.

Product name

The product name should be catchy, simple, memorable, and easy to pronounce. It should reflect the essence of the tourism product and be appealing to the target market.

Product description

The product description should be concise, clear, and compelling. It should highlight the unique selling points of the tourism product and communicate its value proposition to the target market. The product description should also be aligned with the destination's overall tourism strategy and vision.

Key features

The key features of the tourism product should be identified and communicated to your target market. These features may include the location, activities, amenities, cultural or historical significance, and environmental sustainability.

Target market

The target market should be clearly defined based on market research and stakeholder input. The target market may include demographics, interests, travel behavior, and preferences.

Benefits

The benefits that the tourism product offers to the target market should be clearly articulated in the product concept. These benefits may include relaxation, adventure, cultural immersion, education, or environmental sustainability.

Competitive advantage

The competitive advantage of the tourism product should be identified and communicated to the target market. This may include unique features, superior quality, pricing, or location.

Pricing strategy

The pricing strategy for the tourism product should be developed based on market research and competitor analysis. The pricing strategy should be competitive and aligned with the value proposition.

Distribution channels

The distribution channels should be identified and communicated in the product concept. These channels may include travel agencies, online travel platforms, or direct sales.

Marketing strategy

The tourism product marketing strategy should be developed on market research and stakeholder input. The marketing strategy should be aligned with the destination's overall tourism strategy and vision and should communicate the product's unique selling points and value proposition to the selected target markets.

Some successful tourism product concepts in Latin America and the Caribbean:

Adventure tourism in Costa Rica



Costa Rica has successfully marketed itself as a destination for adventure tourism, offering visitors the opportunity to explore the country's natural beauty and biodiversity through activities such as zip-lining, hiking, and wildlife watching. The product concept emphasises the country's commitment to environmental conservation and sustainable tourism practices, as well as the variety and excitement of the adventure activities available.

Eco-tourism in Belize



Belize has successfully marketed itself as a destination for eco-tourism, offering visitors the opportunity to explore the country's diverse ecosystems and natural wonders, including the Belize Barrier Reef, a UNESCO World Heritage Site. The product concept emphasizes the country's commitment to environmental conservation and sustainable tourism practices, as well as the unique experiences visitors can have, such as snorkeling with whale sharks and exploring ancient Maya ruins.



STEP 6: PUBLIC POLICIES & INVESTMENT PLANS



The public policies and investment plan is a key tool that can be developed with national level tourism stakeholders, such as the **GTA, THAG** and the **Department of Tourism**, this plan should address the following areas:

Infrastructure

Infrastructure required to support the development and implementation of the tourism product portfolio, such as transportation, accommodation, and public facilities.

Regulations

Regulations and policies required to ensure safety, sustainability, and quality, such as environmental regulations, health and safety standards, and licensing requirements.

Marketing and promotion

Marketing and promotional activities required to communicate the tourism product portfolio to your target market, such as advertising, public relations, and trade shows.

Capacity building

Capacity building activities needed to develop the skills and knowledge of tour operators, local communities, and other stakeholders, such as training programs, workshops, and mentoring.

Funding and investment

Funding and investment required to support the development and implementation of the tourism product portfolio, such as public-private partnerships, grants, and loans.

By developing public policies and an investment plan, the destination can ensure that the necessary resources are available to support the development and implementation of the tourism product portfolio. This will help to create a favorable environment for tourism investment and development, as well as ensure that the destination's tourism products are sustainable, of high quality, and meet the needs and expectations of the target market.

The following are some guidelines on how to develop a Public Policies & Investment Plan:

Identify the tourism vision and goals

The first step is to identify the vision and goals for tourism development in your destination. This involves identifying your target markets, understanding the needs and preferences of tourists, and developing products and experiences that meet those needs.

Develop public policies

Based on the tourism vision and goals, it is possible to develop public policies that support tourism development. This includes policies related to infrastructure development, environmental sustainability, cultural preservation, and social inclusion.

Identify investment opportunities

Together with the development of public policies, the Plan should identify investment opportunities that align with the overall vision and goals for tourism development. This includes identifying areas where public investment is needed to support infrastructure development and where private investment is needed to support the development of tourism products and experiences.

Coordinate with stakeholders

Developing a Public Policies & Investment Plan requires coordination with a range of stakeholders, including government agencies, private investors, and local communities. This involves creating a platform for dialogue and collaboration to ensure that the plan is inclusive and reflects the needs and aspirations of all stakeholders.

Monitor and evaluate

The Public Policies & Investment Plan should be monitored and evaluated on an ongoing basis to ensure that it remains relevant and effective in achieving the tourism vision and goals for the destination.



CHECK LIST PHASE 2



Tick the boxes as you complete the list



GO THROUGH THE QUALITY CHECKLIST

HOW TO DEFINE A PRODUCT CONCEPT

☐

Give your product a catchy, simple, and memorable name and an exciting theme

☐

The product description should be clear, concise and compelling. It must highlight unique selling points and communicate value to the target market

☐

Identify key feature and benefits, such as, location, activities or cultural or historical significance, such as a legend or interesting story

☐

Identify your target market based on market research and stakeholder input

☐

Identify the target market for each product, their needs and interests: age, gender, travel preferences

☐

Research the competition to understand their products, pricing strategies, and marketing tactics

☐

Gather data on tourism trends by observing first hand or ask for data from trusted sources like the GTA or THAG.

☐

Use the insights gained to refine each product concept



PHASE 2

Quiz

What is the purpose of PHASE 2: MARKET READINESS ASSESMENT?

What are the two components of the product concept?

What is the purpose of carrying out qualitative assessments and gap analyses?

What is the purpose of a Public Policies & Investment Plan?

What are the two considerations for drafting a final tourism products portfolio?

Puzzles

Create a word search with words related to market readiness assessment.

Create a crossword puzzle with clues related to market readiness assessment.

Trivia

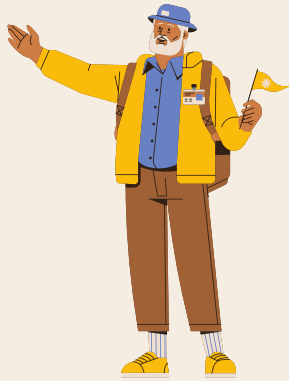
What is the difference between qualitative and quantitative assessments?

What is the importance of understanding the role of stakeholders in tourism product development?

What are the benefits of creating packages for different market segments?

What is the importance of staying up to date with the latest trends and customer feedback?

What criteria can be used for prioritisation and timing of tourism product development?



PHASE 3 BUILDING A TOURISM PRODUCT

PHASE 3: TOURISM PRODUCT BUILDING involves creating a detailed itinerary for each product, matching the product with the market through packaging, determining the cost and pricing strategy, establishing partnerships with local suppliers, developing a marketing plan, and providing human and technical resources.

Creating a detailed itinerary includes considering the duration, the number of activities, how long each activity will take, and the logistics involved. Developing marketable and sellable tour packages will match your product with the identified market segments. A cost and pricing strategy will ensure that your product is priced competitively while also generating a profit. Partnerships with local suppliers are needed to provide the services included in the product. A marketing plan is developed to communicate the functional and emotional benefits of tourism at the destination. Finally, human and technical resources are required to cater to the needs of tourists and handle all tourism-related operations at the destination.



STEP 7: COOPERATION WITH LOCAL SUPPLIERS

By working closely with local suppliers, you can create a high-quality tourism product that meets the needs and expectations of your customers while supporting the local economy and community. Overall, local suppliers can offer a wealth of knowledge, resources, and expertise that can help you create bespoke tourism products that meet the needs and expectations of your customers. By working closely with local suppliers, you can tap into their local knowledge and expertise to create unique and authentic experiences that showcase the best of the destination.

Additionally, local suppliers can help you to navigate local regulations, customs, and cultural norms, which are crucial in ensuring a smooth and successful tourism product. Ultimately, by building strong partnerships with local suppliers, you can create a sustainable and mutually beneficial tourism ecosystem that supports the local community and economy.

Working closely with local suppliers involves building strong partnerships and establishing clear lines of communication and collaboration. Here are some tips for working closely with local suppliers:

Build relationships

Take the time to get to know your local suppliers and build relationships based on trust and mutual understanding. This can involve meeting with them in person, attending industry events, or participating in local tourism organisations.

Share information

Keep your local suppliers informed about your tourism product plans, target market, and pricing strategy. This can help them to tailor their services to meet the needs of your customers and provide valuable feedback on how to improve the product.

Collaborate on product development

Work with your local suppliers to develop new products and experiences that showcase the best of the destination. This can involve brainstorming sessions, site visits, or joint marketing campaigns.

Establish clear expectations

Set clear expectations and guidelines for working with your local suppliers, including quality standards, pricing, and payment terms. This can help to avoid misunderstandings and conflict down the line.

Provide feedback

Provide constructive feedback to your local suppliers on the quality of their services and how they can improve. This can help to build trust and strengthen the relationship over time.



STEP 8: QUALITY HUMAN & TECHNICAL RESOURCES



By providing skilled staff and contemporary technology, you can improve the efficiency and effectiveness of tourism-related operations, leading to a positive customer experience. Clear communication channels between staff and customers can also improve the overall experience. It's important to continuously evaluate and improve these resources to ensure that they meet the evolving needs of customers and staff

Here are some tips on how to provide these resources efficiently:

Skilled staff

Hire skilled staff who are knowledgeable about the destination and have excellent customer service skills. Provide training to staff on your tourism product and its unique selling points, as well as on customer service and communication skills.

Contemporary technology

Invest in contemporary technology that can help to streamline operations and improve customer experience. This could include online booking systems, mobile apps, and virtual reality tours.

Effective operations

Ensure that all tourism-related operations are handled effectively, including transportation, accommodation, activities, and other services. Implement efficient processes and systems to ensure that customers have a seamless and enjoyable experience.

Clear communication

Provide clear communication channels for staff to communicate with each other and with customers. This could include mobile devices, messaging apps, and other communication tools that allow for real-time communication.

Continuous improvement

Continuously evaluate and improve human and technical resources to ensure that they meet the needs of customers and staff. This could include providing additional training to staff, upgrading technology, and making process improvements to streamline operations.



STEP 9: CREATE A DETAILED ITINERARY



A detailed itinerary outlines the activities, accommodations, transportation, and other services that make up your tourism product. A well-designed itinerary can be a powerful marketing tool, helping to attract potential customers and differentiate your product from competitors. It also helps to ensure that customers have a memorable and enjoyable experience, leading to positive reviews and repeat business.

A well-designed itinerary should include the following elements:

Activities

List all activities that will be included, such as sightseeing, adventure, sports, cultural experiences, and other attractions. Make sure to include the duration of each activity and any necessary logistics such as transportation and equipment.

Accommodation

Include information on the accommodations that will be provided, such as hotels, lodges, or campsites. Provide details on the type of room, amenities, and services that will be included.

Transportation

Provide details on the transportation that will be provided, such as flights, trains, or buses. Include information on the departure and arrival times, as well as any necessary connections or transfers.

Meals

Include information on the meals that will be provided, including the number of meals per day, the type of food, and any dietary requirements that will be accommodated.

Free time

Allow for some free time in the itinerary to give customers the opportunity to explore the destination on their own. Provide recommendations on activities or attractions that can be done during this time.

How can I make sure my itinerary is well-balanced?

When designing your itinerary, it's important to consider the preferences and interests of your target market. Make sure that your itinerary is well-balanced, providing a mix of activities and experiences that will appeal to a wide range of customers.

Creating a well-balanced itinerary involves including a variety of activities and experiences that appeal to a wide range of customers. Here are some tips to ensure that your itinerary is well-balanced:

Consider your target market

Think about the interests and preferences of your target market. Consider their age, gender, culture, and spending capacity when selecting activities and attractions.

Mix of activities

Include a mix of activities, such as sightseeing, adventure sports, cultural experiences, and other attractions. This will appeal to customers with different interests and preferences.

Allow for free time

Allow for some free time to give customers the opportunity to explore the destination on their own. Provide recommendations on activities or attractions that can be done during this time.

Consider the duration of activities

Consider the duration of each activity and make sure that the itinerary is not too busy or rushed. Allow for enough time for customers to enjoy each activity and fully immerse themselves in the experience.

Include rest and relaxation

Include rest and relaxation in the itinerary, such as spa treatments, leisurely walks, or time at the beach. This will help customers unwind and recharge. Rest and relaxation activities are an essential part of a well-balanced tourism product itinerary.



STEP 10: DETERMINE A PRICING STRATEGY



The cost of developing and operating your tourism product will depend on several factors, including the type of experiences you offer, the duration of the itinerary, and the number of participants, you should also consider marketing expenses. Once you have determined the cost, you can set a pricing strategy that will cover your expenses and generate a profit. Determine the cost of developing and operating your tourism product, including marketing expenses. Based on your costs, competition, and demand, set a pricing strategy that will cover your expenses and generate a profit.

Determining the cost and pricing strategy for a tourism product involves considering various factors to ensure that the product is priced competitively while also generating a profit. Here are some steps to follow:

Determine the cost of the product

Calculate the cost of all the components that make up the product, including accommodations, transportation, meals, activities, and other services. This will give you a clear understanding of the total cost of the product.

Consider the target market

Consider the spending capacity and expectations of your target market. This will help you determine the price point that your customers are willing to pay.

Analyse the competition

Analyse the pricing strategies of your competitors to ensure that your pricing is competitive.

Determine the profit margin

Determine the profit margin that you want to achieve. This will help you determine the price that you need to sell the product at to achieve your profit goals.

Choose a pricing strategy

Choose a pricing strategy that suits your product and target market. This could include cost-plus pricing, value-based pricing, or dynamic pricing.

Test your pricing strategy

Test your pricing strategy by offering the product at different price points and measuring customer response. This will help you determine the optimal price point for the product.

Monitor and adjust pricing

Monitor the pricing strategy and make necessary adjustments based on changes in the market and customer demand. This could include adjusting prices during peak and off-peak seasons, offering promotions or discounts, or adjusting prices based on customer feedback.

By following these steps, you can determine the cost and pricing strategy for your tourism product, ensuring that the product is priced competitively while also generating a profit. It's important to consider the target market, competition, and profit margins when choosing a pricing strategy and to continuously monitor and adjust pricing based on market changes and customer demand.



STEP 11: CREATE A RANGE OF TOUR PACKAGES



Using your detailed Itinerary with prices, you can now develop a one day or multi day tour packages to promote and sell to your target markets.

Here are some tips on how to do this:

Identify your target market

Define your target market based on factors such as age, gender, interests, and spending capacity. This will help you create a product that appeals to their needs and preferences.

Conduct market research

Conduct market research to understand the demand for your product, the competition, and the current trends in the tourism industry. This will help you refine your product concept and identify any potential challenges.

Design packages that meet the needs of your target market

Design packages that meet the needs and preferences of your target markets. Consider factors such as the duration of the package, the type of experiences included, the level of luxury or adventure, and the price point.

Create a clear and compelling message

Create a clear and compelling message that communicates the value of your product to your target market. Use language and imagery that resonates with your target market and highlights its unique selling points.

Use targeted marketing

Use targeted marketing to reach your target market. Use online and offline channels such as social media, email marketing, search engine optimisation, and influencer marketing.

Offer flexible options

Offer flexible options in your packaging to accommodate the needs and preferences of your target market. This could include the option to customise the itinerary, to choose between different accommodation levels or to choose between different activity options.

Provide excellent customer service

Provide excellent customer service to ensure that your customers have a positive experience. This includes prompt and clear communication, efficient problem-solving, and attentive service.

By matching your tourism product with the market through packaging, you can create a successful product that meets the needs and preferences of your target market. Consider the needs and preferences of your target market when designing your package and use targeted marketing to reach your target market. Provide excellent customer service to ensure that your customers have a positive experience, leading to positive reviews and repeat business.



STEP 12: DEVELOP A MARKETING PLAN



To promote your tourism product, you will need to develop a marketing plan. This should include a mix of online and offline channels, including social media, travel blogs, and travel agencies. You should also consider attending trade shows and other industry events to showcase your product. Develop a detailed marketing plan that includes a mix of online and offline channels, including social media, content marketing, email marketing, and referral marketing. Use targeted advertising and influencer marketing to reach your target audience.

examples.

Social media marketing

Social media platforms such as Facebook, Instagram, and Twitter can be effective for promoting tourism products. You can use targeted ads, influencer marketing, and user-generated content to reach your target audience.

Content marketing

Creating high-quality content such as blog posts, videos, and infographics can help attract potential customers and build brand awareness. You can use search engine optimisation (SEO) to improve the visibility of your content.

Email marketing

Email marketing can be effective for reaching customers who have already shown an interest in your product. You can use email newsletters, promotional offers, and personalised messages to keep customers engaged.

Search engine marketing (SEM)

SEM involves using paid search ads to appear at the top of search engine results pages (SERPs). You can use Google AdWords or other platforms to target specific keywords and demographics.

Travel agencies

Partnering with travel agencies can help you reach customers who prefer to book through a third-party. You can offer commissions or other incentives to encourage travel agents to promote your product.

Trade shows and events

Attending trade shows and events can be effective for networking with industry professionals and showcasing your product to potential customers.

Referral marketing

Encouraging satisfied customers to refer their friends and family can be an effective way to generate new business. You can offer incentives such as discounts or freebies to customers who refer new customers.

Tailoring your marketing strategy to different demographics involves understanding the unique needs, interests, and behavior of each group.

Here are some tips on how to do this:

Define your target audience

Define the different demographics you want to target, such as age, gender, income level, and geographic location. This will help you create targeted marketing messages that resonate with each group.

Conduct market research

Conduct research on each demographic to understand their preferences, behavior, and purchasing habits. This will help you create marketing messages that are relevant and meaningful to each group.

Use language and imagery that resonates

Use language and imagery that resonates with each demographic. For example, younger audiences may respond better to a more playful or conversational tone, while older audiences may prefer a more formal approach.

Offer personalised experiences

Personalisation can be a powerful way to appeal to different demographics. Offer personalised experiences such as customised itineraries, personalised recommendations, and tailored promotions.

Use targeted advertising

Use targeted advertising to reach specific demographics. Platforms such as Facebook and Google AdWords allow you to target specific age groups, interests, and geographic locations.

Leverage influencers

Partner with influencers who have a strong following among your target demographics. This can help you reach a wider audience and build credibility.

Monitor and adjust

Monitor the performance of your marketing messages and adjust them as needed. Use data analytics to track customer behavior and adjust your marketing strategy accordingly.

By tailoring your marketing strategy to different demographics, you can increase the effectiveness of your campaigns and attract a wider audience to your tourism product.



CHECK LIST PHASE 3



Tick the boxes as you complete the list

HOW TO ENSURE SKILL RESOURCES

- ☐ Hire staff who know the destination and have excellent customer service skills
- ☐ Provide regular training on the tourism product, customer service and communication skills
- ☐ Invest in technology that can help streamline operations and improve customer experience
- ☐ Ensure all tourism-related operations are handled effectively, including transportation, accommodation, activities, etc
- ☐ Provide clear communication channels for staff such as cell phone, messaging apps etc

HOW TO DEVELOP AN ITINERARY

- ☐ Activities like sightseeing, adventure or cultural experiences. Include the duration of each activity and any necessary logistics
- ☐ Transportation such as jeep, bus or plane. Include information on the departure and arrival times
- ☐ Meals including the number of meals (per day) the type of food
- ☐ Allow for free time in the itinerary to give customers the opportunity to explore

- ☐ **Accommodations such as hotels or campsites. Provide details on the type of room, amenities, and services included**

HOW TO DEVELOP A PRICING STRATEGY

- ☐ **Consider the spending capacity and expectations of your target market**
- ☐ **Analyse the pricing provided by your competition to make sure your prices are competitive**
- ☐ **Determine your profit margin**
- ☐ **Determine a range of realistic costs**
- ☐ **Provide clear communication channels for staff such as cell phone, messaging apps etc**
- ☐ **Choose a pricing strategy: This could include cost-plus pricing, value-based pricing, or dynamic pricing**
- ☐ **Diversify your pricing strategy by offering the product at different price points and measuring customer response**
- ☐ **Monitor and adjust pricing if necessary**

HOW TO DEVELOP A TOUR PACKAGE

- ☐ **Identify your main markets: spending, age, groups size and interests**

- ☐ **Develop a range of tours and packages that meet their specific needs**
- ☐ **Be realistic with pricing and times, don't bite off more than you can chew!**
- ☐ **Test your product with a small group of target market customers, this is key to developing a successful product**
- ☐ **Get detailed test customer feed back, this is key for adjusting your tour packages accordingly and increasing success**

HOW TO DEVELOP A MARKETING PLAN

- ☐ **Define your target audience**
- ☐ **Conduct market research**
- ☐ **Use language and imagery that resonate**
- ☐ **Offer personalised experiences and promotions**
- ☐ **Use targeted advertising and partner with influencers**
- ☐ **Monitor and adjust as needed**



PHASE 3

Quiz

What is the purpose of PHASE 3: TOURISM PRODUCT BUILDING?

What are the six steps involved in creating a tourism product?

What are the components of creating a detailed itinerary?

What is the purpose of packaging?

What are the two components of cost and pricing strategy?

What is the purpose of developing a marketing plan?

Puzzles

Create a word search with words related to tourism product building.

Create a crossword puzzle with clues related to tourism product building.

Trivia

What is the importance of establishing partnerships with local suppliers?

What are the benefits of providing human and technical resources?

What are the advantages of matching the product with the identified market segments and conditions for tourism?

What criteria should be considered when determining the cost and pricing strategy?



PHASE 4 PRODUCT LAUNCH



PHASE 4: PRODUCT LAUNCH involves launching the product and providing excellent customer service. Launching a tourism product involves a series of steps to ensure that your product is launched successfully. Providing excellent customer service, such as clear communication, prompt response times, and efficient problem-solving, is essential to the success of your tourism product



STEP 13: LAUNCH YOUR PROJECT



Once you have completed steps 1-12, you can launch your product. It's essential to monitor the performance of your product, collect feedback from customers, and make necessary adjustments to improve it.

Launching and monitoring a tourism product involves a series of steps to ensure that the product is launched successfully and that its performance is monitored to make necessary adjustments. Here are some steps to follow:

Pre-launch preparations

Before launching, ensure that all aspects of the product, including itineraries, accommodation, activities, and transportation, are in place. Test your product to ensure that it meets customer expectations and make any necessary adjustments.

Launch the product

Launch the product through targeted marketing campaigns, including social media, email marketing, and influencer marketing. Monitor the performance of your marketing campaigns and make necessary adjustments based on customer feedback and response rates.

Monitor customer behaviour

Use data analytics to monitor customer behaviour, including website traffic, engagement rates, and bookings. Use this data to identify areas for improvement and to make necessary adjustments to your marketing strategy.

Monitor customer satisfaction

Monitor customer satisfaction by collecting feedback through surveys, reviews, and direct communication. Use this feedback to identify areas for improvement and to make necessary adjustments.

Address any issues

Address any issues promptly, including customer complaints or concerns. Respond to customer inquiries and provide solutions to any issues that arise.

Continuously improve

Continuously evaluate the performance of the product and make necessary improvements based on customer feedback and market trends. Stay up-to-date with the latest trends and customer preferences to ensure that the product remains competitive.

Provide excellent customer service

Provide excellent customer service throughout the product's lifecycle, including clear communication, prompt response times, and efficient problem-solving. Monitor customer satisfaction and address any issues promptly.

By following these steps, you can launch and monitor your tourism product successfully, ensuring that it meets customer expectations and generates positive reviews and repeat business.



STEP 14: PROVIDE EXCELLENT CUSTOMER SERVICE



Provide excellent customer service, including clear communication, prompt response times, and efficient problem-solving. Monitor customer satisfaction and address any issues promptly.

Providing excellent customer service is essential to the success of a tourism product. Here are some tips on how to provide excellent customer service:

Clear communication

Provide clear and concise communication with customers, including prompt and informative responses to inquiries, and accurate information about the product, services, and itinerary.

Personalisation

Provide personalised experiences by taking the time to understand the needs and preferences of each customer. This could include customised recommendations, personalised itineraries, and tailored promotions.

Efficient problem-solving

Respond to customer complaints or concerns promptly and efficiently. Provide solutions to any issues that arise and follow up to ensure that the issue has been resolved to the customer's satisfaction.

Attention to detail

Pay attention to the small details that make a difference to customers, such as providing high-quality amenities, ensuring that transportation is on time, and providing excellent service at every touchpoint.

Empathy

Show empathy towards customers by listening to their concerns and understanding their needs. This could include offering alternative options or providing additional support to customers who may require extra assistance.

Continuous improvement

Continuously evaluate and improve the customer service experience based on customer feedback and market trends. This could include implementing new technology, providing additional training to staff, or making changes to the product to better meet customer needs.



CHECK LIST PHASE 4



Tick the boxes as you complete the list

☐

Launch your product through targeted marketing campaigns, including social media, email marketing, and influencer marketing

☐

Use data analytics to monitor customer behaviour, website traffic, engagement rates, and bookings

☐

Monitor customer satisfaction by collecting feedback through surveys, reviews, and direct communication

☐

Address any issues promptly, including customer complaints or concerns

☐

Continuously evaluate the performance of the product and make necessary improvements based on customer feedback and market trends

HOW TO PROVIDE EXCELLENT CUSTOMER SERVICE

☐

Provide clear communications

☐

Personalisation and tailored promotions

☐

Listen attentively and respond politely to all customer complaints promptly and efficiently, while maintaining a positive attitude

☐

Pay attention to the small details, such as providing high-quality amenities, ensuring that transportation is on time

☐

Continuously evaluate and improve the customer service experience based on customer feedback and market trends



PHASE 4

Quiz

What is the purpose of PHASE 4: PRODUCT LAUNCH?

What are the steps involved in launching a tourism product?

What are the components for providing excellent customer service?

What is the importance of clear communication?

What is the importance of prompt response times?

What is the importance of efficient problem-solving?

Puzzles

Create a word search with words related to product launch.

Create a crossword puzzle with clues related to product launch.

Trivia

What is the importance of launching a tourism product successfully?

What are the benefits of providing excellent customer service?

How can customer feedback be used to improve customer service?

What criteria should be used to determine the success of a product launch?

What are the advantages of launching the product in phases?



PHASE 5

FINE TUNING & UPSCALING

PHASE 5: FINETUNING AND UPSCALING POST-LAUNCH is the culmination of the tourism product development process. This involves assessing your products performance and making adjustments as needed. Additionally, staying informed about the latest trends and customer feedback is essential to ensure that your product remains competitive.



STEP 15:

CONTINUOUSLY MONITOR & IMPROVE

Continuously evaluate the performance of your product and make necessary improvements. Stay up-to-date with the latest trends and feedback from customers to ensure that your product remains competitive.

Here are some tips on how to do this effectively:

Gather customer feedback

Gather feedback from customers through surveys, reviews, and other channels. Use this feedback to identify areas for improvement and to understand the needs and preferences of your target market.

Monitor market trends

Monitor market trends and changes in customer behavior to stay up-to-date with the latest industry developments. This will help you identify new opportunities and adjust your product to meet changing customer needs.

Analyse performance data

Analyse performance data, including sales figures, website traffic, and customer satisfaction rates, to evaluate the performance of your product. Use this data to identify areas for improvement and to track progress over time.

Implement changes

Implement changes based on customer feedback, market trends, and performance data. This could include making changes to the product, adjusting pricing strategies, or updating marketing tactics.

Monitor the impact of changes

Monitor the impact of changes to evaluate their effectiveness and to identify any unintended consequences. Use this information to make further adjustments as needed.

By continuously evaluating and improving your product, you can stay competitive and ensure that your product meets the needs and preferences of your target market.



PHASE 5

Quiz

What is the purpose of PHASE 5: FINETUNING AND UPSCALING POST-LAUNCH?

What is the importance of assessing the performance of the product?

What are the benefits of making adjustments as needed?

What is the importance of staying informed of the latest trends and customer feedback?

Puzzles

Create a word search with words related to finetuning and upscaling post-launch.

Create a crossword puzzle with clues related to finetuning and upscaling post-launch.

Trivia

What are the key elements of assessing the performance of the product?

What criteria should be used to make adjustments as needed?

What are the benefits of staying up to date with the latest trends and customer feedback?

How can customer feedback be used to improve the product?

What are the advantages of upscaling the product?



COMMON MISTAKES TO AVOID

There are some common mistakes that you should avoid. Here are some examples:

Lack of market research

Failing to conduct thorough market research can lead to a product that doesn't align with the needs and interests of your target market. It's important to understand your target market's preferences, behavior, and purchasing habits before designing your product.

Overpricing or underpricing

Setting the wrong price can be a major mistake. Overpricing your product can deter potential customers, while underpricing can lead to financial losses. It's important to consider your costs, competition, and demand when setting your pricing strategy.

Poor itinerary planning

Not planning your itinerary thoroughly can result in a product that doesn't meet customer expectations. It's important to consider the duration of the product, the number of activities, and the logistics involved in each activity.

Neglecting quality assurance

Failing to ensure the quality of your product can lead to negative reviews and poor customer satisfaction. It's important to work with reliable suppliers, monitor the performance of your product, and collect feedback from customers.

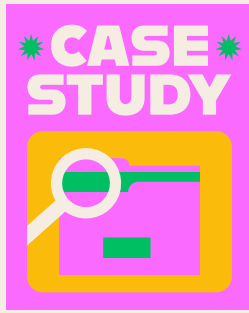
Ineffective marketing

Poor marketing can lead to low customer awareness and poor sales. It's important to have a well-defined marketing plan that includes a mix of online and offline channels, as well as a clear message and value proposition.

Lack of customer service

Neglecting customer service can result in poor customer satisfaction and negative reviews. It's important to provide excellent customer service, including clear communication, prompt response times, and efficient problem-solving.

By avoiding these common mistakes, you can increase the chances of developing a successful tourism product that meets the needs and expectations of your customers.



Examples of River Destinations

River tourism in the Amazon, Brazil



The Amazon River is the largest river in the world by volume, and the Amazon rainforest is one of the most biodiverse regions on the planet. The product was developed to offer visitors an immersive experience in the heart of the Amazon, including river cruises, jungle lodges, and guided tours. The product's unique selling points include the opportunity for visitors to see a wide variety of wildlife and plant species, learn about the local indigenous cultures, and participate in eco-friendly activities such as hiking and kayaking.

Xingu River, Brazil



The Xingu River is a tributary of the Amazon River and is known for its unique culture and biodiversity. River tourism products in the region offer visitors the opportunity to explore the river and its surrounding indigenous communities, including traditional villages and cultural ceremonies. Visitors can also participate in activities such as hiking, kayaking, and fishing.

Orinoco River, Venezuela



The Orinoco River is one of the longest rivers in South America and is a popular tourism product in Venezuela. River tourism products in the region offer visitors the opportunity to explore the river and its surrounding national parks, including Canaima National Park and Angel Falls. Visitors can also participate in activities such as fishing, bird-watching, and cultural performances.

Magdalena River, Colombia



The Magdalena River is the largest river in Colombia and is a popular tourism product in the region. River tourism products in the region offer visitors the opportunity to explore the river and its surrounding culture, including historic towns, colonial architecture, and traditional cuisine. Visitors can also participate in activities such as river cruises, birdwatching, and hiking.

Rio Grande, Puerto Rico



The Rio Grande is a river in Puerto Rico that flows through the El Yunque National Forest. River tourism products in the region offer visitors the opportunity to explore the river and its surrounding rainforest, including hiking trails, waterfalls, and natural pools. Visitors can also participate in activities such as kayaking, tubing, and ziplining.

Belize River, Belize



The Belize River is a major river in Belize and is a popular tourism product in the region. River tourism products in the region offer visitors the opportunity to explore the river and its surrounding culture, including historic sites, wildlife sanctuaries, and traditional villages. Visitors can also participate in activities such as river cruises, fishing, and birdwatching.



KEY RESOURCES

UNWTO Definition of Tourism Product

<https://www.unwto.org/tourism-development-products#:~:text=As%20defined%20by%20UNWTO%2C%20a,and%20create%20an%20overall%20visitor>

CTO Asset Inventory Tool

<http://ourtourism.onecaribbean.org/wp-content/uploads/2019/11/Tourism-Asset-Inventory-Oct-15-2019-v1.xlsx>

Industry Reports

World Travel & Tourism Council's (WTTC) annual reports

[https://researchhub.wttc.org/product/world-economic-impact-report-2023?](https://researchhub.wttc.org/product/world-economic-impact-report-2023?utm_source=google&utm_medium=cpc&utm_campaign=WTTC+Research+Hub+Prospecting&utm_id=20289622737&utm_term=world+travel+and+tourism+council+report&gclid=Cj0KCQjw5f2lBhCkARIsAHeTvlh64EQW6pJsmm8GW4fbH0GIhdg1hjTYsli4KiqYeazumf70NKWeFScaAg5wEALw_wcB)

[utm_source=google&utm_medium=cpc&utm_campaign=WTTC+Research+Hub+Prospecting&utm_id=20289622737&utm_term=world+travel+and+tourism+council+report&gclid=Cj0KCQjw5f2lBhCkARIsAHeTvlh64EQW6pJsmm8GW4fbH0GIhdg1hjTYsli4KiqYeazumf70NKWeFScaAg5wEALw_wcB](https://researchhub.wttc.org/product/world-economic-impact-report-2023?utm_source=google&utm_medium=cpc&utm_campaign=WTTC+Research+Hub+Prospecting&utm_id=20289622737&utm_term=world+travel+and+tourism+council+report&gclid=Cj0KCQjw5f2lBhCkARIsAHeTvlh64EQW6pJsmm8GW4fbH0GIhdg1hjTYsli4KiqYeazumf70NKWeFScaAg5wEALw_wcB)

United Nations World Tourism Organization (UNWTO) market reports

<https://www.unwto.org/market-intelligence>

Euromonitor

<https://www.euromonitor.com/store>

Online Survey Tools

Surveyhero

<https://www.surveyhero.com/>

Google Forms

<https://www.google.com/forms/about/>



KEY RESOURCES

Social Media Analytics

Hootsuite

<https://www.hootsuite.com>

Sprout Social

<https://sproutsocial.com>

Tourism Trade Fairs

ITB Berlin

<https://www.itb.com/en/>

World Travel Market

<https://www.wtm.com>

Adventure Travel World Summit

<https://www.adventuretravelnews.com/category/adventure-travel-world-summit>

Online Databases

World Tourism Organization's Tourism Dashboard

<https://www.unwto.org/tourism-data/unwto-tourism-dashboard>

Statista

<https://www.statista.com>

Industry Publications

Travel Weekly

<https://www.travelweekly.com/>

Skift

<https://skift.com/>

Travel Trade Gazette

<https://www.ttgmedia.com/news>



KEY RESOURCES

Academic Research

JSTOR

<https://www.jstor.org>

Google Scholar

<https://scholar.google.com>

Online Review and Ratings

TripAdvisor

<https://www.tripadvisor.com/>

Foursquare

<https://foursquare.com/city-guide>

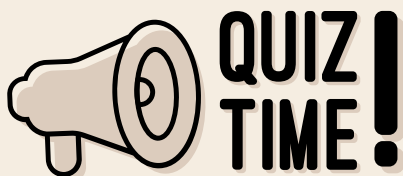
Examples of Destinations with clear developed products

Adventure tourism in Costa Rica

<https://www.visitcostarica.com/en/costa-rica/things-to-do/adventure>

Eco-tourism in Belize

<https://www.travelbelize.org/>



ANSWERS

PHASE 1:

Quizzes:

What is the first step in the development of tourism products?

Mapping the inventory of tourist assets.

What is the purpose of mapping the inventory of tourist assets?

To understand the destination, its tourist assets, potential markets, and stakeholders.

What does understanding the role of stakeholders involve?

Understanding the roles and responsibilities of stakeholders in the tourism product development process.

What are the two types of market research conducted to determine the potential for tourism products?

Qualitative and quantitative market research.

What are the two types of information studied when identifying target markets?

Market segments and their varied requirements, and the needs and preferences of tourists.

Trivia:

What is the difference between qualitative and quantitative market research?

Qualitative market research involves collecting data through interviews and focus groups, while quantitative market research involves collecting data through surveys and statistical analysis.

What is the purpose of a Public Policies & Investment Plan?

To provide a roadmap for government agencies and private investors to invest in the development of tourism products and infrastructure.

What is the purpose of creating packages for different market segments?

To match the built tourism products with the identified market segments and conditions for tourism.

What is the importance of providing excellent customer service?

Providing excellent customer service is essential to the success of a tourism product, such as clear communication, prompt response times, and efficient problem-solving.

What are the benefits of continuously evaluating, monitoring, and improving a tourism product?

It ensures that the product is competitive and up to date with the latest trends and customer feedback.

PHASE 2:

Quizzes:

What is the purpose of PHASE 2: MARKET READINESS ASSESMENT?

To assess the quality and potential of the tourism product in the destination and define the product concept.

What are the two components of the product concept?

Qualitative assessments and gap analyses, and a Public Policies & Investment Plan

What is the purpose of carrying out qualitative assessments and gap analyses?

To assess the quality and potential of the tourism product in the destination.

What is the purpose of a Public Policies & Investment Plan?

To provide a roadmap for government agencies and private investors to invest in the development of tourism products and infrastructure.

What are the two considerations for drafting a final tourism products portfolio?

Market readiness and criteria for prioritization and timing.

Trivia:

What is the difference between qualitative and quantitative assessments?

Qualitative assessments involve collecting data through interviews and focus groups, while quantitative assessments involve collecting data through surveys and statistical analysis.

What is the importance of understanding the role of stakeholders in tourism product development?

Understanding the roles and responsibilities of stakeholders is essential to ensure that the product is successful.

What are the benefits of creating packages for different market segments?

Creating packages for different market segments can help to match the built tourism products with the identified market segments and conditions for tourism.

What is the importance of staying up to date with the latest trends and customer feedback?

Staying up to date with the latest trends and customer feedback is essential to ensure that the product remains competitive.

What criteria can be used for prioritization and timing of tourism product development?

Staying up to date with the latest trends and customer feedback is essential to ensure that the product remains competitive.

PHASE 3:

Quizzes:

What is the purpose of PHASE 3: TOURISM PRODUCT BUILDING?

To create a detailed itinerary for each product, match the product with the market through packaging, determine the cost and pricing strategy, establish partnerships with local suppliers, develop a marketing plan, and provide human and technical resources.

What are the six steps involved in creating a tourism product?

Creating a detailed itinerary, matching the product with the market through packaging, determining the cost and pricing strategy, establishing partnerships with local suppliers, developing a marketing plan, and providing human and technical resources.

What are the components of creating a detailed itinerary?

Duration of the product, number of activities, duration of each activity, and logistics.

What is the purpose of packaging?

To match the product with the identified market segments and conditions for tourism.

What are the two components of cost and pricing strategy?

Cost and pricing.

What is the purpose of developing a marketing plan?

To communicate the functional and emotional benefits of tourism at the destination.

Trivia:

What is the importance of establishing partnerships with local suppliers?

Establishing partnerships with local suppliers is essential to provide the services included in the product.

What are the benefits of providing human and technical resources?

Providing human and technical resources allows for efficient and effective tourism operations.

What are the advantages of matching the product with the identified market segments and conditions for tourism?

Matching the product with the identified market segments and conditions for tourism allows for better targeting and increased customer satisfaction.

What criteria should be considered when determining the cost and pricing strategy?

Criteria such as market demand, production costs, and competitor prices should be considered when determining the cost and pricing strategy.

PHASE 4:

Quizzes:

What is the purpose of PHASE 4: PRODUCT LAUNCH?

To launch the product and provide excellent customer service.

What are the steps involved in launching a tourism product?

The steps involved in launching a tourism product include preparing the product, developing a launch plan, executing the launch plan, and monitoring the launch.

What are the components of providing excellent customer service?

Components of providing excellent customer service include clear communication, prompt response times, and efficient problem-solving.

What is the importance of clear communication?

Clear communication is essential to ensure that customers understand the product and its benefits.

What is the importance of prompt response times?

Prompt response times are important to ensure customer satisfaction.

What is the importance of efficient problem-solving?

Efficient problem-solving is essential to address customer issues and maintain customer loyalty.

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Trivia:

What is the importance of launching a tourism product successfully?

Launching a tourism product successfully is essential to ensure customer satisfaction and generate a profit.

What are the benefits of providing excellent customer service?

Benefits of providing excellent customer service include increased customer satisfaction and loyalty, and improved customer retention.

How can customer feedback be used to improve customer service?

Customer feedback can be used to identify areas for improvement and adjust as needed.

What criteria should be used to determine the success of a product launch?

Criteria such as customer feedback, market demand, and competitor analysis should be used to determine the success of a product launch.

What are the advantages of launching the product in phases?

The advantages of launching the product in phases include reduced risk, improved customer satisfaction, and increased profitability.

PHASE 5:

Quizzes:

What is the purpose of PHASE 5: FINETUNING AND UPSCALING POST-LAUNCH?

To assess the performance of the product and make adjustments as needed, and to stay informed of the latest trends and customer feedback.

What is the importance of assessing the performance of the product?

Assessing the performance of the product allows for the identification of areas for improvement.

What are the benefits of making adjustments as needed?

Making adjustments as needed ensures that the product remains competitive and up to date with the latest trends and customer feedback.

What is the importance of staying informed of the latest trends and customer feedback?

Staying informed of the latest trends and customer feedback is essential to ensure that the product remains competitive.

Trivia:

What are the key elements of assessing the performance of the product?

The key elements of assessing the performance of the product include customer feedback, market demand, and competitor analysis.

What criteria should be used to make adjustments as needed?

Criteria such as customer feedback, market demand, and competitor analysis should be used to make adjustments as needed.

What are the benefits of staying up to date with the latest trends and customer feedback?

Staying up to date with the latest trends and customer feedback helps to ensure that the product remains competitive.

How can customer feedback be used to improve the product?

Customer feedback can be used to identify areas for improvement and adjust as needed.

What are the advantages of upscaling the product?

The advantages of upscaling the product include increased customer satisfaction, greater market reach, and increased profitability.

