

Module 2: Different Models of Rural Tourism: The tourist product

The Module at a glance:

Module title:	Different Models of Rural Tourism:The tourist product
Teaching hours:	14 Hours
Mode of delivery	Blended (the face-to-face or online synchronous sessions can be also implemented for asynchronous learning, individually)
Learning materials Planned types, learning activities and teaching methods:	<ul style="list-style-type: none"> - a PowerPoint presentation for the face-to-face or online sessions -Quiz - Selection of videos, articles, reports, book chapters and assignments for the autonomous learning
EQF level:	3-4
Learning outcomes of the course unit:	<p>By the end of the Module, learners will:</p> <ul style="list-style-type: none"> • know the difference between a tourist resource and a tourist product • learn some idea to make your product valuable • know the characteristics of a tourist product • list the stages to move from a resource to a tourist product • study how to design a tourist product • identify different tourism resources • learn about how to identify your customer and its profile • identify the elements to define in a tourist product

	<ul style="list-style-type: none"> • know the different players involved in the creation of tourist products • see different examples of tourist products
Language of the course:	English
Detailed content for the topic/subject	<ol style="list-style-type: none"> 1. Escape2: the project and the training course 2. Defining what a tourist product is <ul style="list-style-type: none"> - Tourist resource vs. tourist product - Value proposition analysis - Characteristics of the tourism product 3. How to design a tourist product <ul style="list-style-type: none"> - Identify tourism resources - My customer. Demand identification and segmentation 4. My product <ul style="list-style-type: none"> - Elements I have to define - My channel - Analysis of the value proposition 5. Actors involved in the creation of tourism products 6. Case studies 7. Assessment and evaluation

The units forming the course syllabus:

Topic/Subject	Contents/main points
Potential for Rural Tourism in your Region	<ul style="list-style-type: none">• Rural areas- European perspective• Rural tourism• Types and activities of rural tourism• Advantages and disadvantages of rural tourism• Potential for rural tourism development in region: criteria and issues to consider