



Escape2

Supporting the Development of Transnational Thematic Tourism Strategy

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

Focus on Rural Tourism SMEs in Europe

www.escape2project.org



ESCAPE2 project involves rural regions of Europe countries, territories with a lower level of productivity and employment but rich in landscapes and heritage.



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Introduction

Sometimes it is very confusing to distinguish between a resource or a product from the touristic point of view. In this module the learner will grasp how to difference them and how to design a tourist product. Moreover, the elements and actors involved in the creation of a tourist product are explained.

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Defining What a Tourist Product is

Resource and tourist product

Tourist product and tourist package

As defined by UNWTO, a Tourism Product is "a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific center of interest which represents the core of the destination marketing mix and creates an overall visitor experience including emotional aspects for the potential customers. A tourism product is priced and sold through distribution channels and it has a life-cycle".

Tourist resource vs. tourist product

The tourist resource is the set of attractions that a destination has and that makes it different from another: nature, city, historical heritage, cultural manifestations, etc.



Tourist resource vs Tourist product



The tourism product is the set of goods and services, tangible and intangible goods and services that visitors enjoy during their visit to a destination. It is not enough to have resources, but they must be structured for tourist use, in order to become "tourist attractions".

RESOURCE



PRODUCT



Value proposition analysis

What makes my product different from the competition?

Look for original, disruptive and experiential proposals



Astrotourism

<https://www.miluna.es/>
es

Magic Mountain lodge - Chile

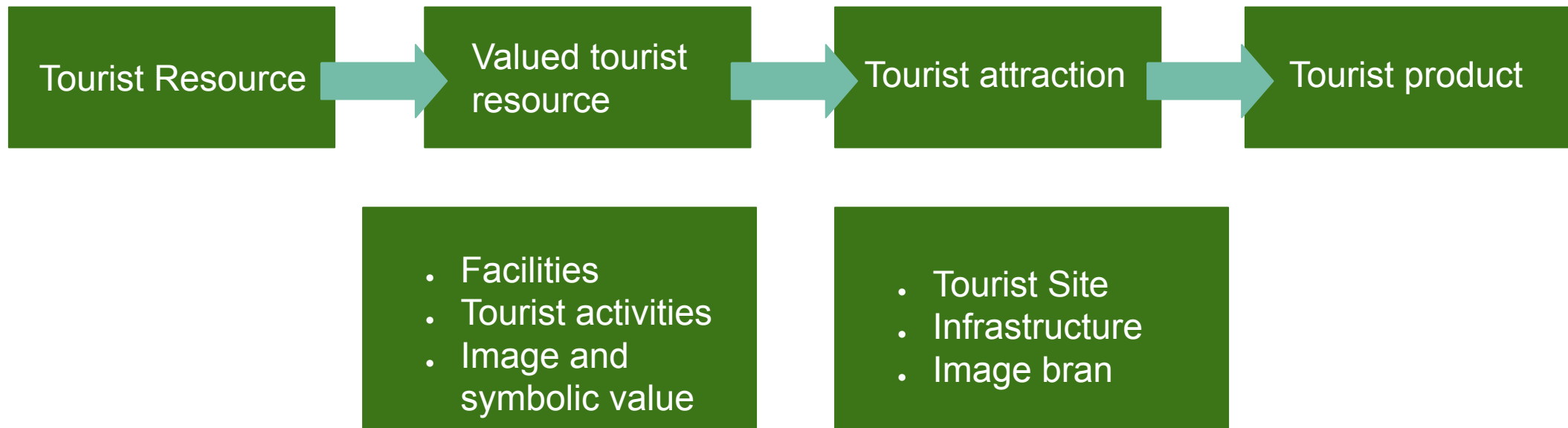


Characteristics of the tourism product:

- Intangible
- With tangible elements
- Obsolete
- Agreeable
- Heterogeneous
- They are produced and consumed at the same time



Stages to move from a Resource to a Product:



How to design a tourist product:

QUESTIONS TO ASK YOURSELF:

- WHAT do I have?
- WHO do I offer it to?
- WHAT do I offer?
- HOW do I offer and deliver it?
- WHAT I NEED to be able to do it?
- WHY?

RESULT

- My TOURIST RESOURCE
- My CUSTOMER (segment)
- My PRODUCT
- My CHANNEL
- My RESOURCES
- My VALUE PROPOSITION



IDENTIFY TOURISM RESOURCES

What resources/attractions do I have?

Tangible:

Natural (beaches, mountains, animal species, etc.)

Buildings (churches, museums, etc.)

Events (festivals, sporting events, etc.)

Intangible:

Folklore, language, legends, etc.





Identify tourism resources:

open your mind and
have an innovative
vision





My customer. Demand identification and segmentation

River fishing lovers

This is a key aspect, it is necessary to look for a market niche that is not very exploited, with enough potential and that you can really access



-
- **My customer. Demand identification and segmentation**
 - **Geographic:** e.g. Asian world.
 - **Demographic:** (age, gender or family situation) Eg: single-parent families.
 - **Psychographic:** (social class, lifestyle, etc.) E.g.: LGTB collective.
 - **Socio-economic:** middle class, upper class, etc.
 - **Behavioural:** e.g. Game of Thrones fans, etc.





My customer. Demand identification and segmentation

What is our customer profile?

- What does he/she look like? Origin, age, purchasing power.
- What does he/she expect to find? Basic product + other added elements.
- What do you value?
- What are your needs? Accommodation, catering, transport, leisure activities, information, etc.



Thinking about what we see

What is the theme?

What activities do we want/can we offer?

Who can we count on?

Thinking about what we want to transmit to the tourist

What is so special about it?

What souvenirs do we want tourists to take away with them?

What expectations we want to exceed?

MY PRODUCT

“Transformative” services	self-realisation
“Privileged” services	self-esteem
Spaces for socialising, etc.	membership
Spaces for socialising, etc.	secure parking, lock on the door
physiological needs	bed, tap water, etc



My product.



Elements I have to define



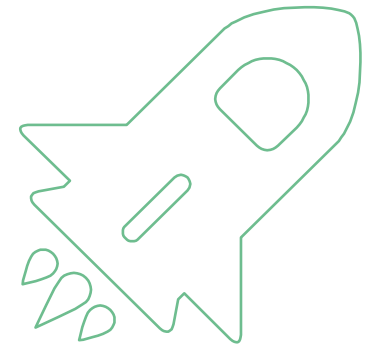


My channel: Marketing of the tourism product

- a) Price and promotions.
- b) Communication.
- c) Sales channels.

Identifying my resources as an organisation

- Capital
- Staff
- Specific knowledge
- Infrastructure
- Partnerships



Analysis of the value proposition

- **The value proposition**
- Explain how your tourism product solves the customer's problems or improves the customer's situation(relevance)
- Clearly specify a benefit (value)
- Tell the ideal customer why they should choose you and not your competition (differentiation)
- Must be easy for our target customers to understand





Value Proposition Analysis

Examples of Value Propositions:

Bolivian Hotel ... "Promotion of Bolivian culture, gastronomy and philosophy of Bolivian life".

Accommodation rural ... "A rural and versatile tourist service
Housing in a scenic environment Infrastructure suitable for for families

IBIS hotels: Sleep well and pay little".



Players involved in the creation of tourist products

- Private organisation
- Public organisation
- Collaboration between the two

Actors involved in the creation of tourism products:

Private organisations



Actors involved in the creation of tourism products:

Public organisations



Seville, City of Opera Tourist product developed by the Seville Tourism Plan, with the participation of the Junta de Andalucía, Seville City Council and the Confederation de Empresarios de Andalucía (Content of the product Ticket for the Opera, at least two overnight stays and one route along the itinerary Seville, City of Opera)

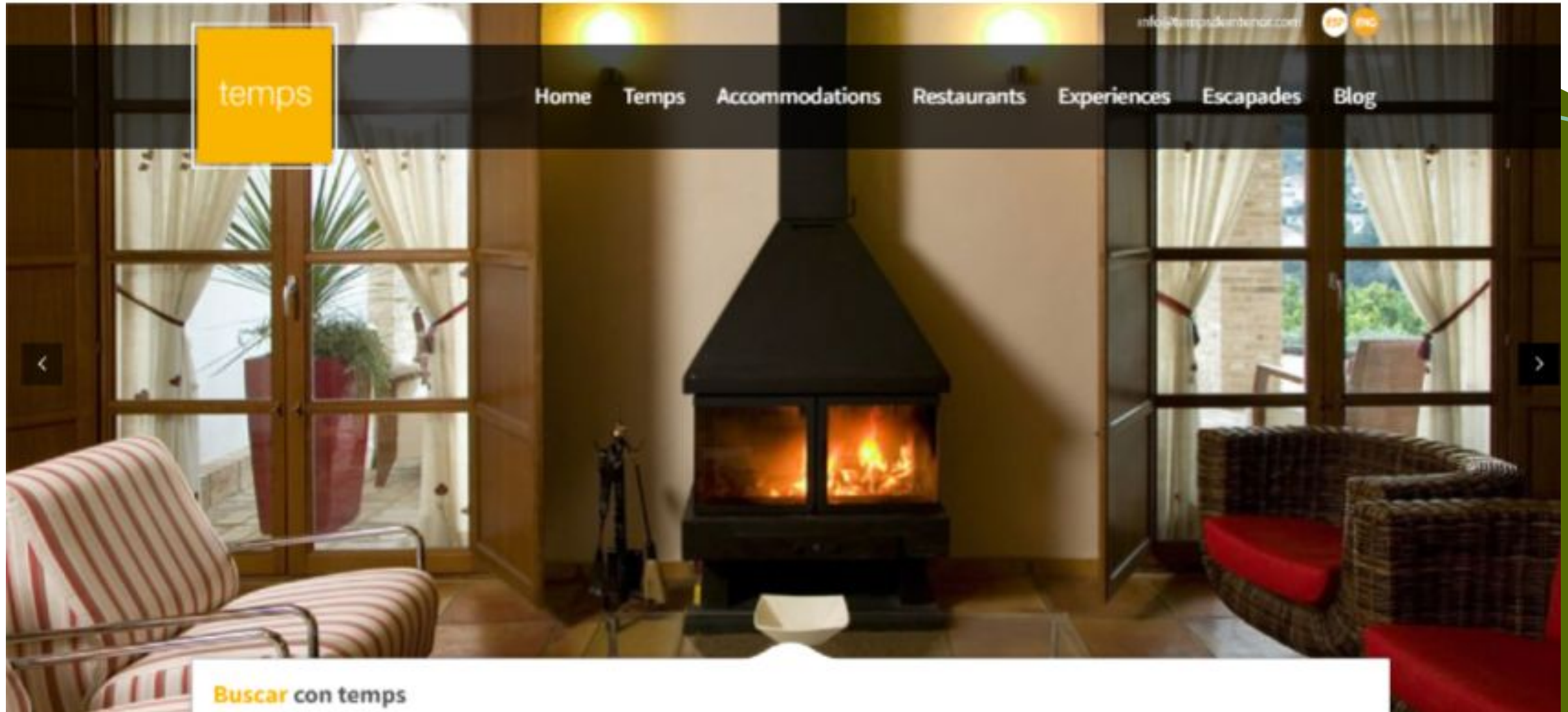
Actors involved in the creation of tourism products: Public and private collaboration

Product Clubs: Tools of tourism management and planning that, through the joint collaboration of public and private initiatives, make it possible to develop and market new tourism products with greater added value for the tourist

TEMPS CLUB DE PRODUCTO

Product club of lodgements, restaurants from rural areas of Comunitat Valenciana that has de support of the Conselleria de Turisme Valencian Community (Spain)

After the conceptualisation of the product club, both the Conselleria, as owner of the brand, and the association of entrepreneurs needed to develop a plan to market the club.





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Module Complete Well Done!

Next is Module 3



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