



Schweizerische Eidgenossenschaft
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FUNDAMENTALS & PRINCIPLES OF TOURISM PRODUCT DEVELOPMENT

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- **Defining Tourism Product Development**
- **Fundamentals and Principles**
- **Case Studies**

Definitions, Influences and Determinants

Defining Tourism Product Development

Process:

Assets of a destination are moulded to meet the needs of customers.

'Tourism product' includes:

Natural or man made attractions, hotels, resorts, restaurants, theatres, activities, festivals and events.

Defining Tourism Product Development cont.

FOCUS ON PORTFOLIO OF THINGS FOR VISITORS TO SEE AND DO.

- **Active pursuits such as sports, water-based activities, hiking/walking/cycling etc.,**
- **Pastimes related to natural and cultural heritage, organised entertainments, health and wellness; and**
- **Recurring festivals and events.**

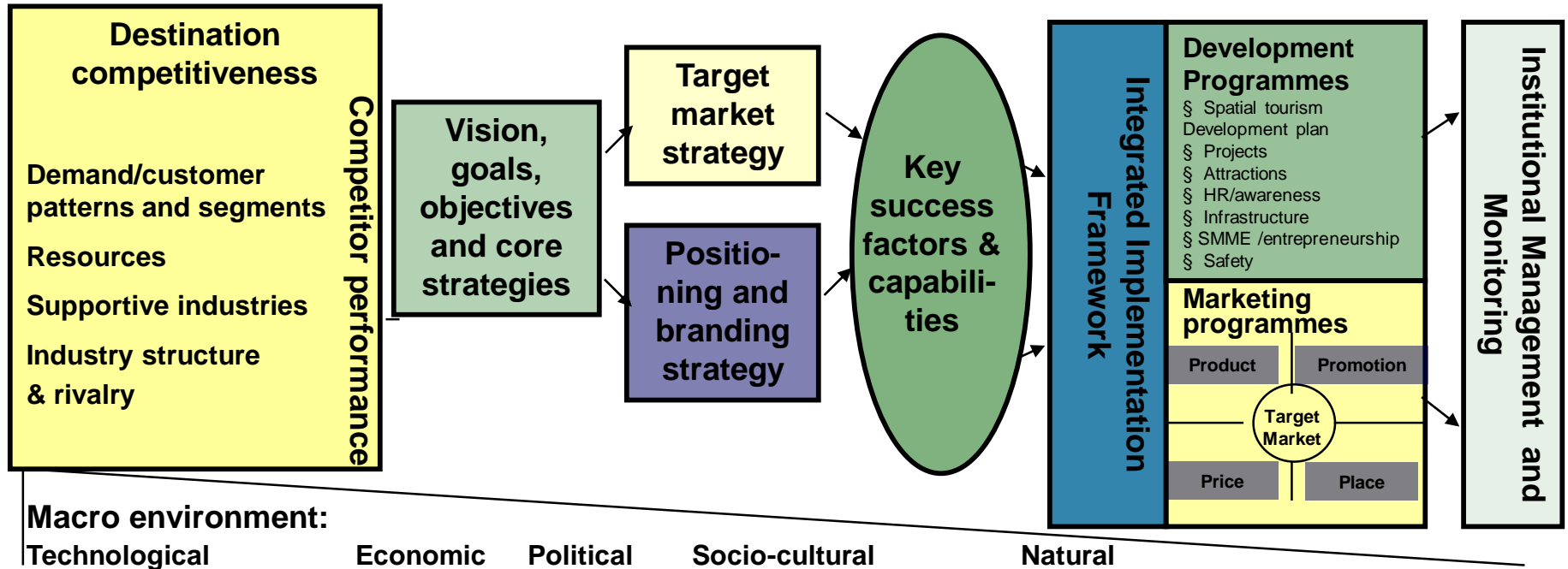
Destination Tourism Development Framework

Where are we and how well do we compare?

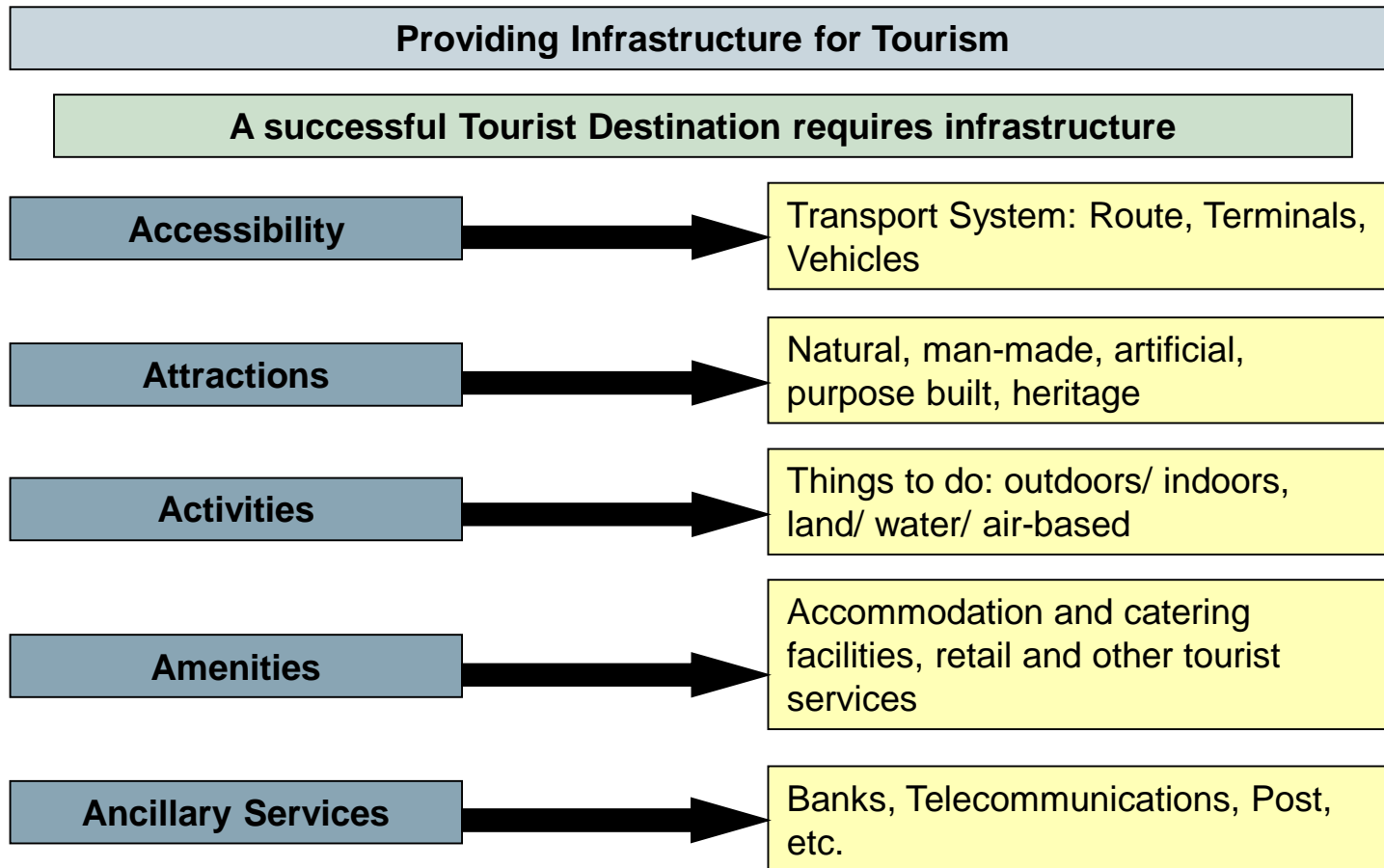
Where would we like to be?

How do we get there?

Stay ahead?



Requirements of a Tourism Destination



The Tourism Destination and its Characteristics

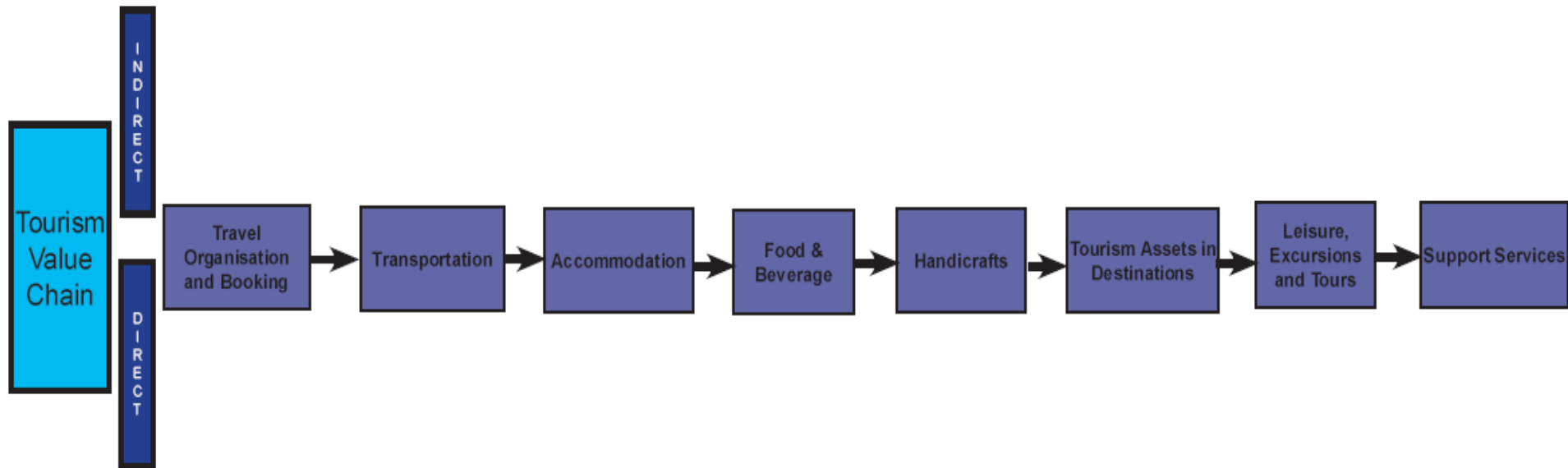
- **Comprises many products within the overall destination**
- **Involves many stakeholders with differing objectives and requirements**
- **Is both a physical entity and a socio-cultural one**
- **Is a mental concept for potential tourists**
- **Is subject to the influence of current events, natural disasters, terrorism, health scares etc.**
- **Is subject to historical, real and fictitious events**

The Tourism Destination and its Characteristics cont.

- **Is evaluated subjectively in terms of what represents value-for-money**
- **Reality compared with expectations**
- **Differs in size, physical attractions, infrastructure, benefits offered to visitors**
- **Degree of dependence on tourism**
- **No two destinations can be treated the same, each offering its own unique and authentic attributes**

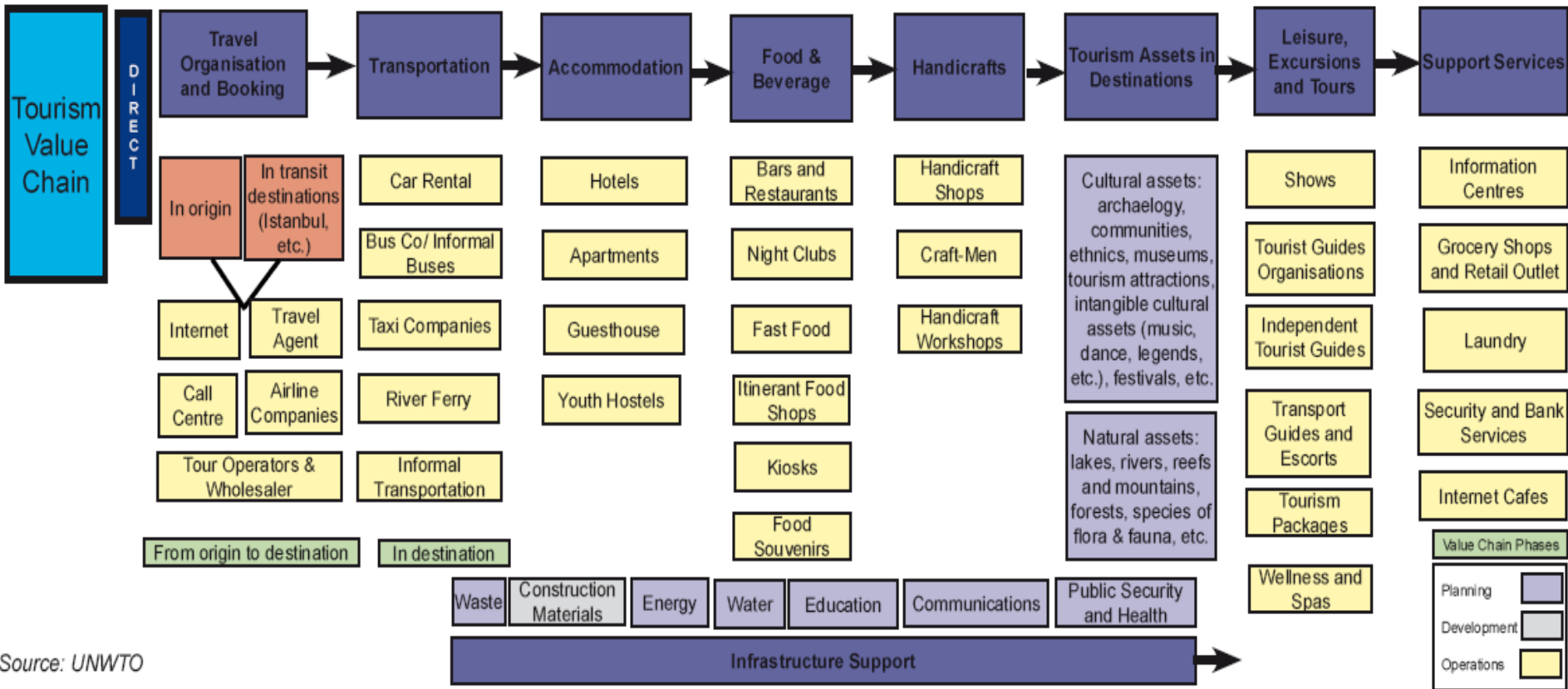
Tourism Value Chain

- Illustrates a number of unusual characteristics compared with other industries,
- Tourism is a complex industry to plan and manage.

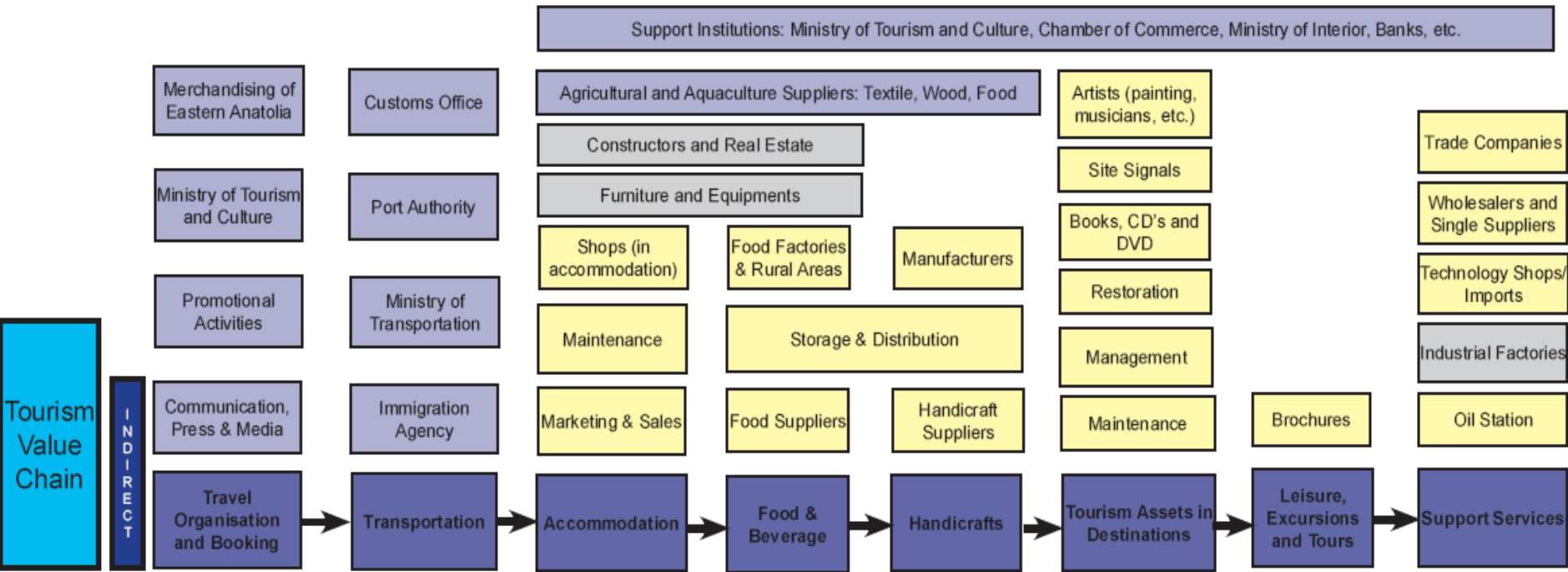


Source: UNWTO

Tourism Value Chain - Parties directly involved



Tourism Value Chain - Parties indirectly involved



Source: UNWTO



Variables influencing Tourism Product Development

- **Economic**
- **Technological**
- **Political**
- **Demographic**
- **Globalisation vs. Localisation**
- **Socio-Environmental Awareness**
- **Living and Working Environments**
- **Search for Authentic Experiences**
- **Marketing**
- **Safety of Travel**

Fundamentals and Principles of Tourism Product Development Planning

3 Fundamental Issues needed before effective TPD can take place

- **Tourism Organisation and Institutional Structures**
- **Inter-Agency Co-ordination**
- **Comprehensive, Integrated and Inclusive Planning**

Role of Government in TPD

- **Establish Conditions for Economic Growth, by Facilitating & Supporting Sectors with Competitive Advantage,**
- **Create Appropriate Institutions, System of Inter-agency Coordination, and Planning & Management Processes,**
- **Intervention Range:**
 - **Enabling Transport**
 - **Training**
 - **Provide Incentives**
 - **Create Positive Image**
- **Wide Variation Depending on Priority Attached to Tourism,**
- **Destination Marketing Primary Activity, TPD Minimal Activity.**

Importance of Macro Level Strategy & Planning

- **Destination Planning for the Tourism Sector is Vital,**
- **Tourism Planning Requires a Different Approach from Other Sectors,**
- **Planning Needs to be Fully Comprehensive & Coordinated,**
- **Tourism Planning is a Long Term Process – Revolving & Iterative.**

Principles & Procedures for TPD

- **Market Research**
- **Market: Product Matching**
- **Stakeholder Consultation & Collaboration**
- **Tourism/Product Development Areas**
- **Flagships/Hubs**
- **Clusters/Circuits/Events**
- **Product Portfolio & Investment Plan**
- **Human Resource Development**
- **Marketing & Promotion**

Case Studies



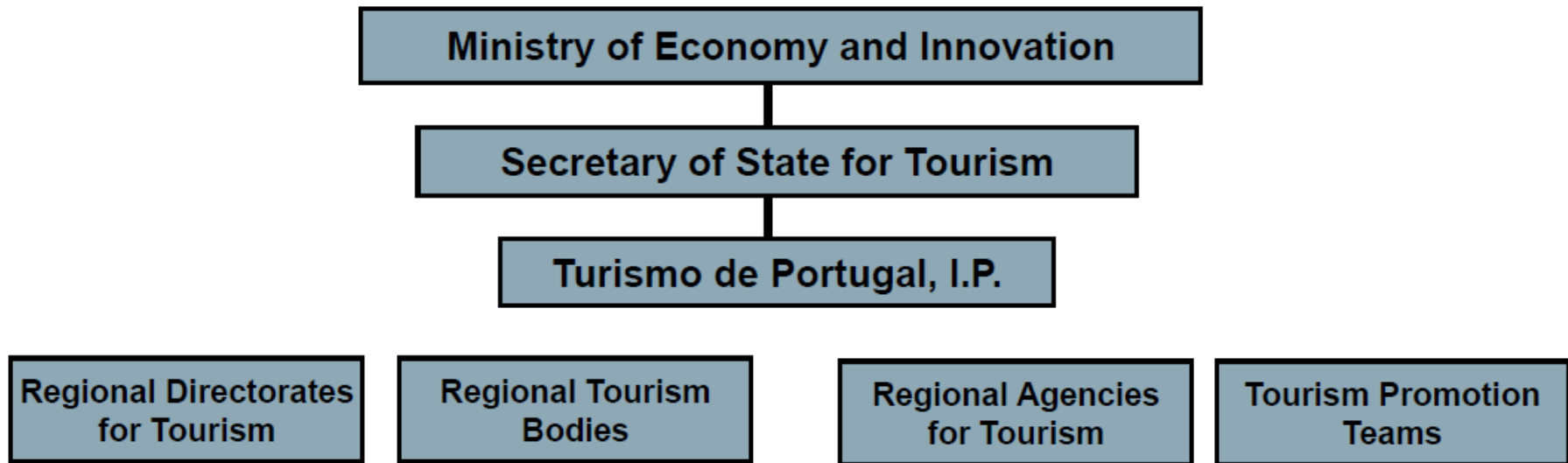
3 Fundamental Issues needed before effective TPD can take place

- **Tourism Organisation and Institutional Structures**
 - Case Study – Turismo de Portugal
- **Inter-Agency Co-ordination**
 - Case Study – Terra Botanica, Anjou, France
 - Case Study – Guggenheim, Museum, Bilbao, Spain
- **Comprehensive, Integrated and Inclusive Planning**
 - Case Study - Guizhou Province, China
 - Case Study – Wild Atlantic Way, Ireland

Turismo de Portugal is a good example of streamlined organizational structures at national level

- **Established following merger of four separate agencies with responsibility for**
 - **Tourism Legislation/Classification**
 - **Tourism Training**
 - **Marketing**
 - **Inspections**

- **Each function now housed ‘under one roof’**





Terra Botanica is a good example of original thinking and multi-stakeholder partnership

- **€94 million** project conceived by **General Council of Maine-et-Loire**
- **Objective:** reinforce region's identity as a centre of horticulture excellence
- **Project funding:**
 - **European Regional Development Fund**
 - **Government of France**
 - **Pays de la Loire Region**
 - **Maine-et-Loire Council**
- **SEM/PPP Management Company comprising 15 shareholders**
- **Over 100 companies** involved in construction

Impacts

- **Park attracts 400,000 visitors per annum**
- **30 full-time and 50 seasonal employees**
- **Annual economic impact estimated at €8 million**
- **Local linkages have been optimised (i.e. locally sourced produce)**

Case Study 3

Inter-Agency Co-ordination

Guggenheim Museum, Bilbao, Spain

GUGGENHEIM



- **Bilbao Metropolitan Revitalisation Plan – Strategy to develop industrial city in decline**
- **Concept for locating Guggenheim Museum first originated in 1991**
- **Constructed in 1994 at a cost of €100 million**
- **Key Actors**
 - **Basque Government**
 - **Provincial Council of Biscay**
 - **Guggenheim Foundation**
 - **Frank Gehry, Architect**

Impact – a flagship development that has contributed the redevelopment of Bilbao

- **1 million visitors** per annum, (Majority ex-Basque region)
- **€204 million** – direct expenditure generated by Museum in Basque Region in 2009
- **€28 million** – expenditure in Museum premises
- **3,695 jobs** supported by Museum activities
- **€25 million** in revenue generated for the Basque Treasury

Case Study 4

Comprehensive, Integrated and Inclusive Planning

Guizhou Province, China



Spatial and Product Development Strategies – Marketable Attractions and Basic Development Concept

- A province endowed with
 - Natural attractions (spectacular waterfalls like Huangguoshu and Shizhangdong)
 - Nature reserves of great diversity
 - Landscape dominated by extraordinary karst formations
- Ethnic minority villages continue the age-old traditions of the Miao/Buyi
 - A cultural jewel collection
- Historical features of special interest to domestic visitors is the meeting house in Zunyi, site of the historic 1935 conference of the Central Committee of the Communist Party



Impact

- **Forward leap of tourism development in Guizhou benefitting local people struggling from poverty in most remote areas**
- **100 specific tourism plans** have been produced based on Master Plan guidance
- **Guizhou's practices receiving more attention from other provinces following China Central Government policy on poverty alleviation in rural areas**
- **Multiplier effect** spreading wealth to grassroots communities
- **2006, UNWTO International Forum Tourism Province in Guiyang shared Guizhou experiences with other countries**
- **Tourism income has grown from 10.64 billion Yuan TMB (EUR 1.12 billion) in 2002 to 80.52 billion Yuan RMB (EUR 8.6 billion) in 2009**

Wild Atlantic Way



Aim of the project:

- To develop a long-distance touring route that will achieve greater visibility for the west coast of Ireland in overseas tourist markets.



Project Goals:

The Wild Atlantic Way is one of the Irish Tourist Board's signature projects to rejuvenate Irish tourism. Once fully-realised, the project will:

- **assist in increasing visitor numbers, dwell time, spend and satisfaction along all parts of the route**
- **re-package the Atlantic seaboard as a destination to overseas and domestic visitors**
- **improve linkages between, and add value to, a range of attractions and activities**
- **improve on-road and on-trail interpretation, infrastructure and signage along and around the route**

Project Goals Contd.:

- **direct visitors to less-visited areas**
- **build on the work completed in these areas already and assist businesses, agencies, local groups and other stakeholders to work together**
- **reinforce the particular strengths and characteristics of all of the areas located along the west coast, while offering the visitor one compelling reason to visit**

Project Stages



Project Stages Contd.



Thank you for your attention !

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Case Study 5 Comprehensive, Integrated and Inclusive Planning

Wild Atlantic Way, Ireland

