

TOURISM PRODUCT DEVELOPMENT

Degree in Touristic Activities Management

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Code: 16401

Main Scientific Area: Hospitality and Tourism

Lecturer: Francisco Joaquim Barbosa Gonçalves

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

Objectives

The Tourism Product Development subject, taught to students of the Tourism Management Degree, has the following objectives:

1. Understand the concept, nature and characteristics of the tourism product, as well as identify and analyze the specificity of the components of tourism products adjusted to destinations;
2. Frame the process of development and innovation of tourism products in strategic planning.
3. Identify and debate trends relating to the evolution of tourism products, with an emphasis on the challenges generated by the experience economy;
4. Analyze product development by tourism typologies.

Learning Outcomes

The key knowledge and skills to acquire are:

1. Acquire a grasp of the essential concepts of tourism products and their characteristics.
2. Know development strategies aligned with the specificities of each tourism product.
3. Identify and debate trends relating to the evolution of tourism products, with an emphasis on the challenges generated by the experience economy;
4. Identify and value the endogenous products of a tourist territory, considering different types of tourism.

Course Contents

Chapter 1. Concept, nature and characteristics of tourism products

- 1.1. Concept and components of the tourism product;
- 1.2. Tourism product characteristics;
- 1.3. Inventory and selection of endogenous resources of the territories;
- 1.4. The Tourist Product and the Raw Material.

Chapter 2. Planning, Development and Innovation of tourism products

- 2.1. The process of production and development of tourism products;
- 2.2. Organizational and institutional structures of tourism:
 - 2.2.1. National and Regional Coordination;
 - 2.2.2. Evolution of strategic tourism guidance plans in Portugal;
- 2.3. Tourist products and destinations:
 - 2.3.1. Endogenous resources and tourism products within the scope of strategic tourism development plans in Portugal;
 - 2.3.2. The framing of products in tourist destinations;
 - 2.3.2. Innovation of tourism products within the scope of the development of a destination (Case Studies).

Chapter 3. Tourism product development trends

- 3.1 Evolution of tourism models;
- 3.2. Product models: Butler's Product Life cycle model (1980);
- 3.3. Emerging paradigm: Costa's "Product-Space" model (2001);
- 3.4. Trends in the development of tourism products.

Chapter 4. Product development by tourism type

- 4.1. Characterization, identification of elements of the offer, analysis of trends in the evolution of tourism products in the context of tourism typologies, with emphasis on the following:
 - 4.1.1. Cultural Tourism;
 - 4.1.2. Business tourism;
 - 4.1.3. Health and Wellbeing Tourism;
 - 4.1.4. Ecotourism and Nature Tourism;
 - 4.1.5. Gastronomic Tourism and Wine Tourism;

4.1.6. Emerging types of tourism.

Recommended Bibliography

Bibliografia principal

Benur, A. M., Bramwell, B. (2015). Tourism product development and product diversification in destinations. *Tourism Management*, 50, 213–224.

Buhalis, D. Costa, C. (2006). *Tourism Business Frontiers: Consumers, Products and Industry*, Elsevier.

Butler, R. (Ed.). (2006). *The tourism area life cycle* (Vol. 1). Channel view publications.

Costa, C. (Ed.). (2014). *Gestão Estratégica do Turismo: Evolução Epistemológica dos Modelos e Paradigmas, e Tendências para o Turismo*. In *Turismo nos Países Lusófonos: Conhecimento, Estratégia e Territórios* (pp. 19–40). Lisboa: Escolar Editora.

Gonçalves, F. Costa, C. (2019). Modelo de Desenvolvimento e Implementação do Turismo Criativo. O caso do Galo de Barcelos. *Revista Turismo Desenvolvimento*, 32, 25–36.

Santos, M., Ferreira, A. M., Costa, C. (2014). Identificação dos recursos nucleares do destino como suporte para o desenvolvimento de produtos turísticos inovadores. *Revista Turismo Desenvolvimento*, 21(4), 315-330.

Smith, S. (1994). The Tourism Product. *Annals of Tourism Research*, Vol. 21, 3. pp. 582-595.

Smith, S. (2013). *Tourism Satellite Accounts: An Overview*. In *Trends in European Tourism Planning and Organisation* (pp. 265–277). Bristol: Channel View Publications.

UNWTO. (2008). *Tourism Satellite Account: Recommended Methodological Framework 2008*.

UNWTO. (2020). *European Union Tourism Trends*. Madrid: UNWTO.

World Tourism Organization European Travel Commission. (2011). *Handbook on Tourism Product Development*. Madrid: World Tourism Organization (UNWTO) and the European Travel Commission (ETC).

Learning and Teaching Methods

The objectives of this curricular unit align coherently with the program content, specifically in identifying and understanding the themes to be taught, as well as in acquiring the necessary methodologies to bridge the gap between theoretical content and practical application. There is also a clear correlation between its program, objectives, and the recommended bibliography for this curricular unit. In this sense, the content taught in chapter 1 aims to understanding the concept, nature and characteristics of tourism products and experiences, as well as identify and analyze the specificity of the components of tourism products and experiences adjusted to destinations; the content taught in chapter 2 aims to frame the process of development and innovation of tourism products and experiences in strategic planning; the content taught in chapter 3 aims to Identify and debate trends relating to the evolution of tourism products and experiences, with an emphasis on the challenges generated by the experience economy; the content taught in chapter 4 aims to analyze product development by tourism typologies.

Assessment Methods

Student assessment will be continuous and done through the following mandatory elements:

15% - Elaboration of a multidisciplinary and creative project "FASA 50/10" in groups of approximately 5 students with mandatory presentation.

50% - Test covering the entirety of the topics taught (students must achieve a minimum score of 8 points).

20% - Attendance and participation in classes assessed through individual exercises in the classroom and activities organized within this curriculum.

15% - Group work elaboration with periodic presentations in the classroom.

Weighting of the "FASA 50/10" project (15%):

30% - PITCH (presentation in English, of which 10% is individual assessment).

40% - Digital Portfolio (in English).

20% - Attendance and participation in SOFT SKILLS and SPRINT WEEKS sessions.

10% - Self and hetero-evaluation session on the performance of the Pitch, mediated by the mentor.

Rules of the "FASA 50/10" project (15%):

The final grade is the responsibility of the 5 teachers of the class.

The "FASA 50/10" project is mandatory for GAT students who started the course in the academic year 2022/23 or later.

The "FASA 50/10" project has a weight of 15% in the final grade of all curricular units. This grade is applicable in all assessment periods (continuous assessment and all exam sessions).

Students who do not complete the Multidisciplinary and Creative Project "FASA 50/10" or the replacement work (when applicable) will receive a grade of zero in this component. The "FASA 50/10" project has no minimum grade.

Exceptional cases: repeating students, working students, or other "special status" students, and those improving their grades, who prove their inability to attend classes and respective assignments, may request, via MOODLE, the "SUBSTITUTION METHODOLOGY" until October 15, 2023. The request must be submitted on the Moodle platform of each curricular unit.

GRADE IMPROVEMENT EXAMS:

In the case of students who wish to improve their grades in curricular units for which they obtained approval before the implementation of the "FASA 50/10" project in the academic year to which the UC belongs, the exam must be weighted at 100%.

"SUBSTITUTION METHODOLOGY":

Each curricular unit must include a "replacement work for the FASA 50/10 project" for cases where it applies (see exceptional cases), with a weight of 15%.

The "SUBSTITUTION METHODOLOGY" is done through the following mandatory elements:

50% - Continuous assessment test on the entirety of the topics taught (students must achieve a minimum score of 8 points).

15% - Individual replacement work for the "FASA 50/10" project (without a minimum grade).

35% - Individual continuous assessment test on the entirety of the topics.

The test will be conducted on the date mentioned in the test schedule; however, these two elements of the substitution methodology will be carried out during the SPRINT WEEKS.

Assessment by EXAM (in all exam sessions):

85% - Written exam on the entirety of the topics taught.

15% - Grade obtained in the elaboration of the "FASA 50/10" project in groups of students with mandatory presentation, or the grade of the replacement work.