

## **TOURISM PRODUCT DEVELOPMENT**

Degree in Touristic Activities Management

Degree in Touristic Activities Management

---

Code: 16401

Main Scientific Area: Planning, organization and management in tourism

Lecturer: Vânia Natércia Gonçalves Costa

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

---

### **Objectives**

The main objective of this curricular unit fits in the framework of a theoretical approach to product in tourism. In the course of lessons will be discussed concepts, characteristics of different tourism products, production process, trends and evolution in the national and international context, and subsequently, and later will be enhanced the ability to structure these same products and develop strategies for the enhancement of existing products and the conception, of new products, according to the benefits identified in such a way as to confer competitive advantages to current markets and the market.

In this context, it is intended that at the end of the class students are able to distinguish tourist resources of tourist products, understand the concept of the tourist product in the design of the tourism offer, know and understand how to use the tools and methods of repositioning and/or launch of new tourist products.

### **Learning Outcomes**

- Mastering the several concepts of tourism product, its elements, production process, and the characterization of types of tourism and tourism products;
- Know the "raw material" for the tourism product, namely the territory, its resources and the cultural heritage;
- Know the strategies of development according to the specificities of each tourism product;
- Know and distinguish different types of tourism products;
- Identify and value the endogenous products of a tourist territory;
- Understanding the emerging trends of the tourism development, including its product;
- Understanding the tourist product as a factor for the development of sustainable tourism destinations, in Portugal and globally.

### **Course Contents**

## 1. Concept, nature and characteristics of tourism product

### 1.1. Concept and components of tourism product

### 1.2. Tourist product features

### 1.3. The Tourist Product and Raw Material

## 2. Planning, Development and Innovation of Tourist 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 the strategic plans of tourism in Portugal

#### 2.2.3. Endogenous tourism resources and tourism products within the framework of strategic tourism development plans in Portugal

### 2.3. Products and tourist destinations

#### 2.3.1. The framing of products in tourist destinations

#### 2.3.2. Product innovation and honey pots in the development of a destination (Case Studies)

## 3. Trends in Tourism Product Development

### 3.1. Evolution of models in tourism

### 3.2. Product Models: The Butler Product Life Cycle (1980);

### 3.3. Emergent paradigm: study of the "Product-Space" model of Costa (2001).

## 4. Development of products in tourism, by type of tourism

### 4.1. Characterization, identification of supply elements, analysis of trends in the evolution of tourism products in the context of tourism typologies

#### 4.1.1. Coastal Tourism

#### 4.1.2. Cultural tourism

#### 4.1.3. Adventure Tourism

#### 4.1.4. Business tourism

4.1.5. Health and Wellness Tourism

4.1.6. Sports Tourism

4.1.7. Ecotourism and Nature Tourism

4.1.8. Gastronomic Tourism and Wine Tourism

4.1.9. Nautical and Cruise Tourism

### **Recommended Bibliography**

Buttler, R. (1980). *The Tourism Area Life Cycle: Applications and Modifications*. NY: Channel View Publications.

Costa, C., Panyik, E. Buhalis, D. (2013). *Towards a Conceptual Framework: An Introduction*. In C. Buhalis, D. Costa (Ed.), *Trends in European Tourism Planning and Organisation* (pp. 1–11). Channel View Publications.

Costa, C., Brandão, F., Costa, R. Breda, Z. (2014). *Produtos, Competitividade do Turismo na Lusofonia* (R. C. Z. B. Carlos Costa, Filipa Brandão, ed.). Lisboa: Escolar Editora.

Costa, C. Gonçalves, F. (2016). *Galo de Barcelos: Património e destino turístico*. *Revista Turismo Desenvolvimento*, 25, 31–44.

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

Costa, C. Gonçalves, F. (2019b). *O Contributo da Interpretação do Património Para o Desenvolvimento do Turismo Criativo. O Caso do Galo de Barcelos*. *Revista Portuguesa de Estudos Regionais*, (52).

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.

Fernandes, C., Richards, G., Rebelo, M. (2008). *O turismo religioso no norte de Portugal: avaliação do seu potencial de desenvolvimento*. *Revista Turismo Desenvolvimento*, 2008(9), 45–62.

Kotler, P. (2000). *Marketing Management*, Millenium Edition. *Marketing Management*, 23(6), 188–193. [https://doi.org/10.1016/0024-6301\(90\)90145-T](https://doi.org/10.1016/0024-6301(90)90145-T)

Pereira V. Peres A. (2010). *Turismo Cultural e Religioso em Braga e Santiago de Compostela: Proposta de Criação de um Produto Conjunto*. *Revista Turismo Desenvolvimento*, 677–686.

Rodrigues, V. Breda. Z. (2018). *O papel estratégico do turismo de negócios em Portugal: Uma reflexão a partir do discurso de entidades ligadas ao setor*. *Revista Turismo Desenvolvimento*, 3(21/22), 201–2016.

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

Smith, Stephen L.J. (1994). *The tourism product*. *Annals of Tourism Research*, 21(3), 582–595.

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

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

E outros artigos facultados no decorrer do semestre.

### **Learning and Teaching Methods**

This course unit has as main objective to provide the students with theoretical technical knowledge and fundamental tools related to the different tourist products, namely those that have greater expressiveness in Portugal. The objectives established for this curricular unit are consistent with its programmatic contents, namely, in the identification and understanding of the topics to be addressed in the course and in the knowledge of the methodologies necessary to make the connection between the theoretical contents and the practical part of the curricular unit.

There is also a link between the course syllabus, the objectives and the recommended bibliography for this course unit. In this sense:

- The subject taught in chapter I aims to achieve the objective of the student to acquire a domain of the various concepts, development, production process, and characterization of types of tourism and tourism products;
- The subject taught in chapter II allows the student to understand the production process and its "raw material" in particular the territory, its resources and cultural heritage, as well as understand the process of planning of tourism products mainly in Portuguese territory And understand the tourism product as a factor for the development of sustainable tourism destinations in Portugal and globally;
- The subject taught in chapter III aims to make the student understand the evolution of trends and models of development of the tourism product;
- The subject taught in chapter IV aims to provide knowledge to the student so that it can identify the special characteristics associated with the different products, evaluate the problems and trends of evolution and challenges associated with tourism products with greater expression in Portugal and in the World.

### **Assessment Methods**

The evaluation of students must be continuous and operationalized through 3 mandatory elements:

- 50% - Final test (students must get a minimum of 8 points);
- 30% - Work in groups of 3 to 4 students having a mandatory presentation;
- 20% - Individual exercises in the context of the classroom and participation in activities organized within the scope of this course.

The final grade is equal to the mean of the test (50%), individual exercises (20%) and work in groups (30%).

Note: students with worker-student status (or other special status) may choose to replace the work (group and individual) with 2 tests weighing 50% each. This option must be communicated to the teacher via email at the beginning of the semester.