

## Principles and Procedures of Tourism Product Development

There are a series of principles that underpin all sound tourism product development planning:

Activity	Purpose
Market Research	Understand profile, characteristics, tasks and trends of markets and segments
Market: Product Matching	Identify products and services to be developed in line with market requirements



## Principles and Procedures of Tourism Product Development

Focal Areas & Consultations

Activity	Purpose
Tourism/ Product Development Areas	Identify areas within the overall destination appropriate for specific types of product development



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### Focal Areas & Consultations

Activity	Purpose
Stakeholder Consultations and Collaboration	Ensure the opinions and aspirations of all relevant stakeholders – local, national, international – are canvassed and taken due account of in the tourism product development plans prepared



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### Product Development Types

Activity	Purpose
Flagships/ Hubs	Identify outstanding features within one or more tourism/ product development areas where major products can be developed to constitute “hubs” to attract tourists



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### Product Development Types

Activity	Purpose
<b>Clusters, Circuits and Events</b>	Create the "spokes" fed through the "hubs" by bundling together a range of attractions and activities, creating tourism routes, and organising festivals and events



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### Product Portfolio & Investment Plan

Activity	Purpose
<b>Product Portfolio and Investment Plan</b>	Formulate the various tourism product development opportunities into a cohesive and integrated development plan, and prepare and disseminate a product investment portfolio for prospective investors



## Principles and Procedures of Tourism Product Development

### Implementation

Activity	Purpose
Human Resource Development	Create vocational training and managerial educational programmes that produce the level and calibre of personnel needed by the planned tourism product developments



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### Implementation

Activity	Purpose
Marketing and Promotion	Feature the tourism product developments in the positioning of individual tourism development areas as part of the overall destination branding.

