

# **TOP AAA TOURISM WORKSHOP OF THE ALPS-ADRIATIC-ALLIANCE**

## **DESIGNING THE RIGHT TOURISM PRODUCT**

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# **TOURISM PRODUCT AND TOURIST VALUE CHAIN**

**... IS THE SUM OF DIFFERENT TANGIBLE AND UNTANGIBLE SERVICES, THAT ALWAYS INCLUDES ACCOMODATION FOR AT LEAST ONE NIGHT.**

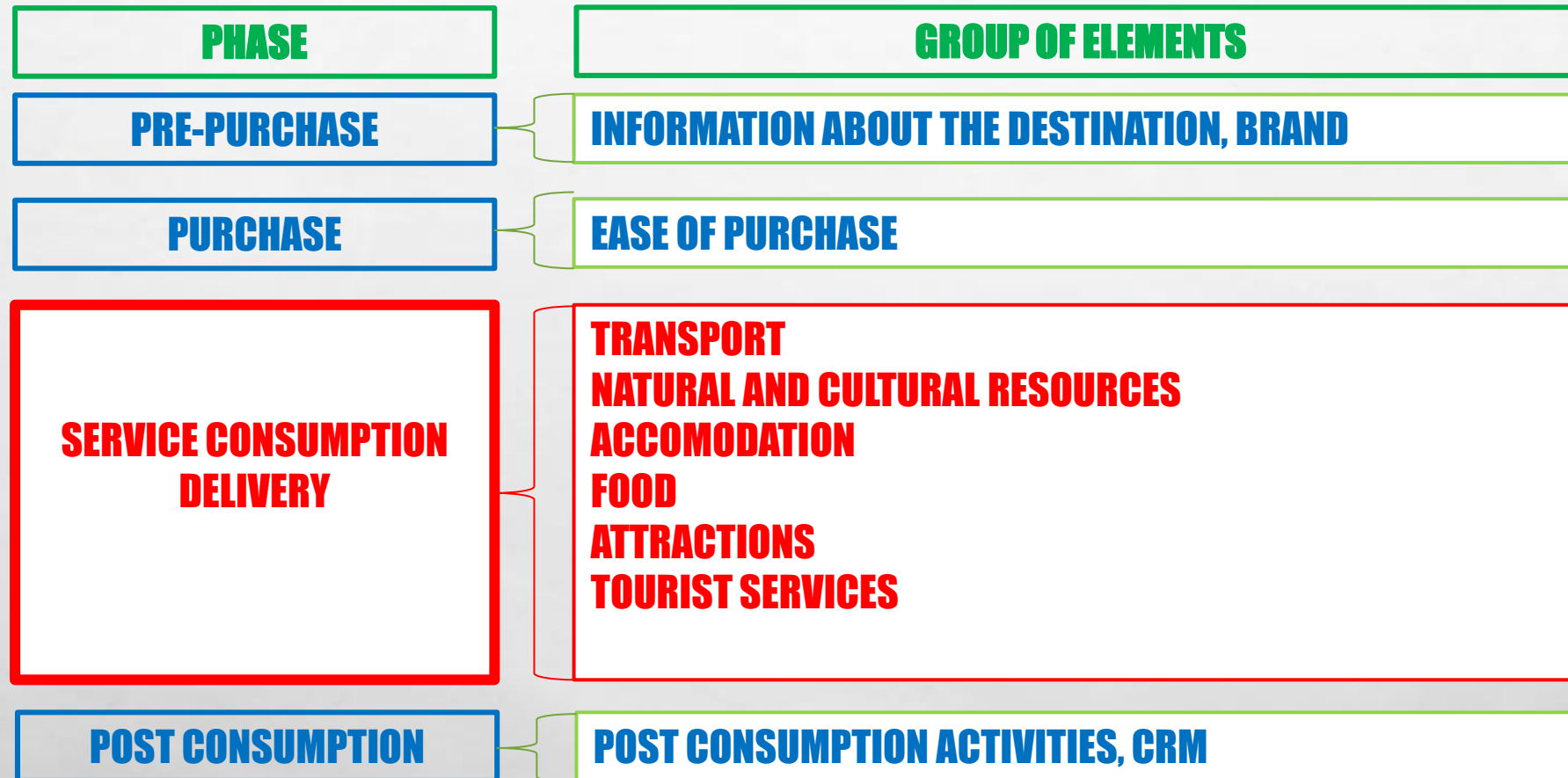
**IT CAN ALSO INCLUDE FOOD SERVICES, TRANSPORT, VISIT OF DIFFERENT ATTRACTIONS, SPORTS ACTIVITIES, SHOPPING AND TOURIST INFORMATION SERVICES.**

**ALL THESE ELEMENTS OF TOURISM PRODUCT REPRESENT  
TOURIST VALUE CHAIN.**

# DESIGNING TOURISM PRODUCTS

- 1. SELECT OUR TARGET GROUP(S)**
- 2. UNDERSTAND YOUR TARGET GROUP(S)**
- 3. DESIGN THE RIGHT TOURISM PRODUCTS**
- 4. (COORDINATE THE DESTINATION PROVIDERS)**
- 5. DELIVER, DELIVER, DELIVER**
- 6. EVALUATE**

# TOURIST VALUE CHAIN



# SERVICE CONSUMPTION DELIVERY 1

## TRANSPORT

- ACCESS BY CAR
- ACCESS BY TRAIN
- ACCESS BY PLANE
- CONNECTION BETWEEN THE AIRPORT AND THE DESTINATION
- NUMBER OF THE AIR CARRIERS
- PRICE OF THE AIRFARE

## ACCOMODATION AND FOOD

- HOTELS
- OTHER ACCOMODATION FACILITIES
- RESTAURANTS
- BARS
- PRICE OF ACCOMODATION SERVICES
- PRICE OF RESTAURANT AND BAR SERVICES

## NATURAL AND CULTURAL ATTRACTIONS

- ACCESS TO NATURAL ATTRACTIONS
- ATTRACTIVENESS OF NATURAL ATTRACTIONS
- CLIMATE
- PARKS
- ATTRACTIVENESS OF CULTURAL ATTRACTIONS
- ARHITECTURE
- FOLK TRADITIONS
- HERITAGE
- HISTORICAL ATTRACTIONS
- PRICE OF VISITING ATTRACTION SITES

# SERVICE CONSUMPTION DELIVERY 2

## OTHER ATTRACTIONS

SHOPPING CENTERS  
FESTIVALS  
MICE  
THEATER, OPERA HOUSES  
EVENTS  
MUSEUMS  
GALERIES  
CASINOS  
NIGHTLIFE  
AMUSEMENT PARKS  
SPAS AND WELLNESS  
SPORT FACILITIES  
PRICE OF THESE SERVICES

## TOURIST SERVICES

INFORMATION IN THE TIC  
GUIDED TOURS AND GUIDES  
INFORMATION ONLINE AND IN PRINTED MEDIA  
INFORMATION AT THE TOUR AGENTS  
ANIMATION



# SECRET OF SUCCESS

**UNDERSTANDING THE NEEDS OF THE TOURIST AND  
DELIVER THE SERVICE TO SERVE/FACILITATE THESE NEEDS.**

**HOW WE CAN MAKE IT BETTER?**



# FAMILY FRIENDLY TOURISM PRODUCTS

- **FAMILY ROOMS/SUITES AND SPACIOUS FAMILY APARTMENTS WITH INDICATION OF SQM**
- **VARIED CHILDREN'S MENUS**
- **COTS, HIGHCHAIRS, CHILDREN'S TABLES AND CHAIRS**
- **CHILD-PROOF APPLIANCES AND SAFETY-PROOF SOCKETS**
- **CHILDREN'S CROCKERY AND BIBS**
- **CHILDREN ARE SERVED FASTER**
- **CHILDREN'S PLAYROOM WITH GAMES, TOYS AND DRAWING EQUIPMENT**
- **WELL-EQUIPPED AND SAFE PLAYGROUND**

- **CHILDREN'S PROGRAMME (EXCURSIONS, BBQS ETC.)**
- **BABYSITTING-SERVICE**
- **BABYPHONE**
- **CHANGING TABLE, BABY BATHTUB, CHILDREN'S TOILET SEAT, POT**
- **BOTTLE WARMING AND TEA MAKING FACILITY (24H)**
- **WASHING FACILITIES OR LAUNDRY SERVICE**
- **TOYS LIKE TRACTORS, BIKES ETC...**
- **EASY ACCESS AND PARKING SPACE FOR PRAMS**

**LIST OF LOCAL DOCTORS**

# HORSE RIDING TOURISM PRODUCTS

- **ACCOMODATION**
- **FOOD**
- **OWN RIDING CENTRE (OR IN CLOSE PROXIMITY)**
- **OUTDOOR OR INDOOR RIDING ARENA IN CLOSE PROXIMITY**
- **CLASSES FOR BEGINNERS AND ADVANCED**
- **QUALIFIED INSTRUCTORS**
- **DAILY TOURS ACROSS BEAUTIFUL SCENERIES**
- **TRAINED HORSES**

# HIKING TOURISM PRODUCTS

- **ACCOMODATION**
- **FOOD**
- **IDEAL STARTING POINTS FOR HIKES**
- **GUIDED HIKES**
- **QUALIFIED HIKING AND CLIMBING GUIDES**
- **RENTAL EQUIPMENT (RUCKSACK, STICKS, DRINKING BOTTLES ETC.)**
- **DETAILED TIPS FOR HIKING TOURS OF ALL DIFFICULTIES AND PROFESSIONAL CONSULTATION**
- **FOOD AND DRINK FOR THE HIKES**
- **BUS OR TAXI TO TAKE AND FETCH**
- **RENTAL OF HIKING MAPS, NATURE GUIDE BOOKS ETC.**

# DOG LOVERS TOURISM PRODUCTS

- **ACCOMODATION WHERE WELL-BEHAVED DOGS OF ALL SIZES ARE WELCOME**
- **FOOD**
- **INDICATED PRICES PER DOG**
- **SPACIOUS ROOMS WITH BASKETS/BLANKET...**
- **VARIOUS WALKING POSSIBILITIES IN THE SURROUNDINGS**
- **SPECIAL DINING AREA FOR GUESTS WITH DOGS**
- **WATER BOWLS AND DOG TREATS AT GUEST DISPOSAL**
- **INFORMATION ABOUT ANIMAL SHOPS IN THE SURROUNDINGS**
- **A LIST OF LOCAL VETS**
- **INFORMATION ABOUT THE LOCAL LAWS CONCERNING DOG OWNERS**

# WELLNESS TOURISM PRODUCTS

- **ACCOMODATION**
- **SPECIAL SPA MENUS AND HEALTHY DISHES**
- **COMPREHENSIVE BEAUTY TREATMENTS**
- **VARIOUS SPA POOLS AND DIFFERENT MASSAGE TECHNIQUES**
- **FULLY QUALIFIED STAFF IN THE FITNESS AND SPA AREA**
- **A SPA AREA WITH AT LEAST THREE DIFFERENT SAUNAS, INDOOR POOL AND WHIRLPOOL**
- **FREE USE OF SWIMMING/SAUNA TOWELS AND BATHROBES**
- **WELL-EQUIPPED FITNESS ROOM**
- **SUPERVISED FITNESS AND RELAXATION PROGRAMMES**
- **A RANGE OF OUTDOOR ACTIVITIES (NORDIC WALKING ETC.)**

# CYCLING TOURISM PRODUCTS

- **ACCOMODATION**
- **SELECTED FOOD FOR ACTIVE BIKERS**
- **GUIDED BICYCLE TOURS**
- **ROUTE SUGGESTIONS FOR ALL ABILITIES WITH ROUTE MAP**
- **BICYCLE STAND AND LOCKABLE BICYCLE STORAGE**
- **A WASHING STATION FOR BIKES**
- **TOOLS AND ASSEMBLY FACILITIES FOR SMALLER REPAIRS**
- **A BACK-UP HOSE AND REPAIR KIT**
- **A LIST OF BIKE GARAGES AND SHOPS IN THE NEIGHBOURHOOD**
- **LAUNDRY AND DRYING SERVICE FOR BIKING CLOTHES**
- **WEATHER FORECASTS AND ROAD INFORMATION**
- **FOOD SUPPLY FOR TOURS**

# MOTORCYCLIST FRIENDLY TOURISM PRODUCTS

- **ACCOMODATION**
- **FOOD**
- **DETAILED ROUTE SUGGESTIONS**
- **INFORMATION ON WEATHER, ROADS AND PASSES OF THE REGION**
- **PARKING AREAS FOR MOTORCYCLES**
- **DRYING ROOM FOR MOTORCYCLE CLOTHING**
- **LIST OF MOTORBIKE GARAGES IN THE SURROUNDINGS**
- **TRAILER PARKING BAY**
- **AN ALTERNATIVE PROGRAM FOR MOTORCYCLE-FREE DAYS**



# WHAT DO OTHERS NEED?

- **SENIORS**
- **YOUNG TOURIST**
- **BIRDWATCHERS**
- **WINE LOVERS**
- **DIFFERENT SPORT LOVERS**
- **HUNTERS**
- **FISHING LOVERS**
- **SPIRITUAL TOURIST**

**RESEARCH THE NEEDS!!!!!!**

# WHAT WE SHOULDN'T FORGET?

- **IT IS ALL ABOUT TOURIST NEEDS AND HOW WELL WE SERVE THOSE NEEDS.**
- **MORE ELEMENTS WE ADD IN TOURIST VALUE CHAIN, MORE SUCCESSFUL IS OUR TOURIST PRODUCT. AND MORE CAN WE CHARGE FOR THE PRODUCT.**

# AT THE END...

- **DON'T FORGET TO BE DIFFERENT THAN OTHERS**
- **DIVERSIFICATION-REDUCING RISK – PRODUCT FOR ALL SEASONS??**
- **COORDINATION OF ALL PROVIDERS???? WHO IS IN CHARGE?**
- **STAFF**

Austria	Czech R	Germany	Hungary	Italy	Slovakia	Slovenia
Adventure Tourism	Winter Sports	Cultural Heritage Tourism	Cultural and Heritage Tourism	Coastal Tourism	Winter Sports	Coastal Tourism
Winter Sports	Cultural Tourism	Food and Wine Tourism	Eco-Tourism	Winter Sports	Adventure Tourism	Cruising/Yachting/Sailing
Cultural Tourism	Health and Wellness Tourism	Adventure Tourism	MICE	Cultural Tourism	Cultural Tourism	Winter Sports
Business and Congress/Convention Travel	MICE	Winter Sports	Health and Wellness Tourism	Food and Wine Guided Tours	Rural Tourism	Cultural Tourism
Health and Wellness Tourism	River Cruising	River Cruising	Adventure Tourism	Health and Wellness Tourism	Health and Wellness Tourism	Rural Tourism
		Lake Boating	River Cruising	Events and Folklore		Business and Congress/Convention Travel (MICE)
		Cruising		Spiritual Tourism		Health and Wellness Tourism
				Cruising/Yachting/Sailing		

AUSTRIA	CZECH R.	GERMANY	HUNGRY	ITALIA	SLOVAKIA	SLOVENIA
BIKING AND MOUNTAIN BIKING	BIKING	BIKING AND MOUNTAIN BIKING	ANGLING RIBARJENJE	SURFING/ WINDSURFING/ KITE SURFING	SKIING	SKIING
FREE-CLIMBING	SKIING/ SNOWBOARDING	TREKKING / HIKING	HUNTING	DIVING	HIKING/TREKKING	HIKING/ TREKKING
WALKING & NORDIC WALKING	HIKING	SKIING / SNOWBOARDING	CYCLING AND MOUNTAIN BIKING	WALKING	BOULDERING/ CLIMBING	PARAGLIDING
TREKKING	TREKKING	CANOEING AND KAYAKING	HIKING	CLIMBING/ABSEILING	HUNTING AND SHOOTING	KAYAKING/ RAFTING
CANOEING AND KAYAKING	CANOEING/ KAYAKING	WINDSURFING	RUNNING	CANOEING/ KAYAKING/ROWING	PARAGLIDING	
SKIING AND SNOWBOARDING			KAYAKING AND CANOEING	BIKING, MOUNTAIN BIKING AND CYCLING	KAYAKING/ RAFTING	
				HORSE RIDING		
				SKIING/SNOW BOARDING		

# TOURISM PRODUCT

## CRITICAL ELEMENTS AFTER HAVING THE GENERAL IDEA

- 1. DO YOU HAVE A COMPETITIVE ADVANTAGE?**
- 2. DO YOU HAVE LEADERSHIP?**
- 3. DO YOU HAVE TOURISM INFRASTRUCTURE?**
- 4. DO YOU HAVE MARKETABILITY?**
- 5. DO YOU HAVE A (STRATEGIC) PLAN?**
- 6. DO YOU HAVE SEASONAL CAPACITY?**
- 7. ARE YOU READY TO DO BUSINESS WITH TRAVEL TRADE?**
- 8. DO YOU HAVE SUSTAINABLE TOURISM PRACTICES?**
- 9. DO YOU HAVE SUPPORT SERVICES INFRASTRUCTURE?**
- 10. DO YOU HAVE VISITOR SUPPORT SERVICES?**