

TOURISM PRODUCT AND SERVICES

Development Strategy
and Management Options

JITENDRA KUMAR SHARMA

KANISHKA PUBLISHERS, DISTRIBUTORS
NEW DELHI-110 002

Preface

This book entitled "Tourism Product and Services: Development Strategy and Management Options" has been written keeping in mind the uniqueness of the subject and its growing significance in contemporary age. The main purpose of tourism product development is to enhance the quality of services involving various tourism products. Capacity-building through knowledge creation, education and training of tourism and hospitality related work force is therefore the key factor. Visitor satisfaction in all possible ways is the prime target. In other words, tourism product development mainly seeks to support in maintenance, development and enhancement of the tourism product. The required services, therefore, include sustainable tourism product planning and development, presentations, seminars, campaigns and strategies for destination marketing organizations, individual operators and agencies. Stakeholder identification, analysis and networking with local community are the key steps, while balancing public and private sector interests in ever-growing tourism industry is the key challenge. The service providers in this regard are also growing and specialize in attaining the desired tourism product.

Tourism product development strategies include factors like increasing competitiveness, incorporating inclusiveness, bringing growth in income, and suggesting changes to meet the future requirements of tourism industry locally, nationally internationally over the short, medium and long-terms. It also inculcates quality management in this service sector by introducing international standards benchmarks in the form of ISOs and eco-marks, etc. Besides, product improvement is undertaken by tourism training on a regular basis. Finally, tourism product development also helps in bringing-up product diversification by serving as a channel, facilitator and controller of development through adventure sports and local-community based development with focus on culture — tourism, heritage tourism and eco-tourism.

So, while tourism product development is all about the process of new product building and development in the area of travel and tourism, new product design and its operation efficiently, and maintaining a good or product or services as per the international standards. On the other hand, tourism product management is primarily responsible for critical day-in-day-out tourism product decisions that dictate the very success of tourism planning and strategy. Without effective tourism product management, tourism product development is prone to guess work. With world-class tourism product management, the product and services companies in the field of travel, tourism, hotel and hospitality proceed with tourism product development in the knowledge that markets and goods are intimately understood. However, one must remember that this insight into the ingredients of successful product is not without its challenges. This is mainly because of the fact that a tourism product's functionality is created for the user via product planning efforts, and product value is presented to the customer via product marketing activities. A tourism product manager has to deal carefully the closely-related functions like tourism product planning, tourism product marketing, tourism programme management and tourism project management. The main challenge, therefore, becomes the retention of synergy among the aforementioned functions.

This book covers the subject area of tourism product development and management in 6 chapters, besides providing the very user-friendly list of acronyms, glossary of related terms, appendix, bibliography and index. Chapter 1 gives an introductory overview of contemporary tourism service industry and tourism product with focus on trends, tourism vision 2020 and product management, community development, etc. Chapter 2 highlights the various issues facing tourism product development today and the options available. It deals with various select tourism products, such as, group tourist accommodation; heritage tourism product development; pricing tourism products and services; etc. Model case studies are presented to better understand the process of tourism product development and its management. Chapter 3 focusses on the key areas of evolution of steps towards the sustainable marketing of tourism products mainly by promotion of responsible tourism destinations across the world. Key concepts and functions, such as, marketing sustainable tourism products; marketing tourism planning; total destination management; and recent

declaration for responsible tourism destinations; are covered in detail. Chapter 4 reflects briefly on the concepts, principle and system standards with respect to the all important issue of quality management in tourism. The ISO systems in particular the 9000 series, 14000 series and 26000 series are discussed. The ways and means of increasing eco-efficiency in the whole process is also covered. Chapter 5 provides a detailed overview of sustainable tourism certification and training. It also analysis the international recommendations in this regard, particularly by the World Tourism Organization, Department of Economic and Social Affairs Commission, the International Chamber of Commerce and the World Travel and Tourism Council. A detailed world-wide analysis of global eco-tourism guidelines and code of ethics has been conducted, so as to perceive sustainable tourism product development and management in an inclusive framework. The 'Green Evaluation Programme' has been presented, so is the option for developing consultancy services in environmental training. Finally, the last Chapter 6 provides readers with an indepth understanding of tourism product development strategy, tourism product management and tourism product research. Select model case studies are given, especially focusing on nature and culture tourism. The criteria for resort-development is also discussed in the required framework. In sum, this book can be used as a reference book in the subject area tourism product development and management, in both theoretical and practical terms.

Author

Contents

<i>Preface</i>	<i>v</i>
<i>List of Acronyms</i>	<i>xiii</i>
<i>List of Glossary</i>	<i>xv</i>
1. Contemporary Tourism Service Industry and Tourism Product: An Introduction	1
■ Definition, Classification and Requirements	
■ History	
■ Recent Developments	
■ Trends	
■ Tourism Vision 2020	
■ Tourism as Economic Development	
■ Tourism as Product	
■ Product Management	
■ Economics and Accounting	
■ Tourism and Community Development	
■ Tourism Industry as a Service Industry	
■ New Paths for International Tourism	
2. Tourism Product Development: Issues and Options	48
■ Group Tourist Accommodation as Product	
■ Heritage Tourism Product Development	
■ Pricing Tourism Products and Services	
3. Towards Sustainable Tourism Products Marketing by Promoting Responsible Tourism Destinations	71
■ Marketing Sustainable Tourism Product	
■ Marketing Tourism Planning	

- Total Destination Management
 - Responsible Tourism Destinations: The Cape Town Declaration
4. **Quality Management in Tourism: Concepts, Principles and Systems Standards** 95
- Quality in Tourism: A Conceptual Framework
 - Quality Management Principles
 - ISO 9000 : 2005—The 'A to Z' of Quality Management Systems
 - New Management Systems Standards
 - Drafting Progresses of Future ISO 26000 Standard on Social Responsibility
 - ISO and the Environmental Management Systems
 - Benefits of the ISO 14000 Family of International Standards
 - Future of the ISO 14000 Family
 - Business Benefits of ISO 14001
 - Steps to Eco-Efficiency
 - The Eco-Efficiency Business Assistance Programme
5. **Sustainable Tourism Certification and Training: An Overview** 128
- Sustainable Tourism Certification
 - Sustainability Certification of Tourism Activities
 - National Certification Systems for Sustainable Tourism & WTO Recommendations
 - Department of Economic and Social Affairs Commission
 - Environmental Codes of Conduct for Tourism
 - International Chamber of Commerce
 - The World Travel and Tourism Council's Environmental Guidelines
 - Eco-tourism Guidelines and Codes of Ethics: Multiple Initiatives
 - The Green Evaluation Programme
 - Consultancy in Environmental Training: A Case Study

6. Tourism Product: Development Strategy, Management and Research	284
■ Model Tourism Product Strategy for Rural Accommodation	
■ Nature and Culture as Tourism Products	
■ Tourism Product Development Strategy: A Case Study of KwaZulu-Natal	
■ Tourism Product Development and Research	
■ Criteria for Resort Development and Management	
<i>Appendix</i>	321
<i>Bibliography</i>	330
<i>Index</i>	333