

Cultural and natural heritage objects as a tourist product

How to create and promote a professional tourist product?
How to manage a professional tourist product?

Brand of tourist product
Good practices

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Cultural and natural heritage objects as a tourist product

- ✓ How to create and promote a professional tourist product?
- ✓ How to manage a professional tourist product?
- ✓ Brand of tourist product
- ✓ Good practices



Tourist marketing

1. Tourist product construction.
2. Planning a tourist product.
3. Tourist product management.
4. Network product.
5. Good practices.



Tourist product construction

Tourist product is a ready-to-sell packaged offer consisting of services and goods based on the tourist qualities and attractions.

The structure of tourist product:

- the core of a product
- the real product
- the extended product
- the potential product
- the psychological product



Tourist product

Characteristics and originality of the tourist product



- every tourist product is consumed where it has been created,
- it cannot be produced on stock,
- it cannot be transported,
- at the time of purchase a consumer has no possibility to familiarize himself with the product directly,
- It requires bearing quite high fixed costs.

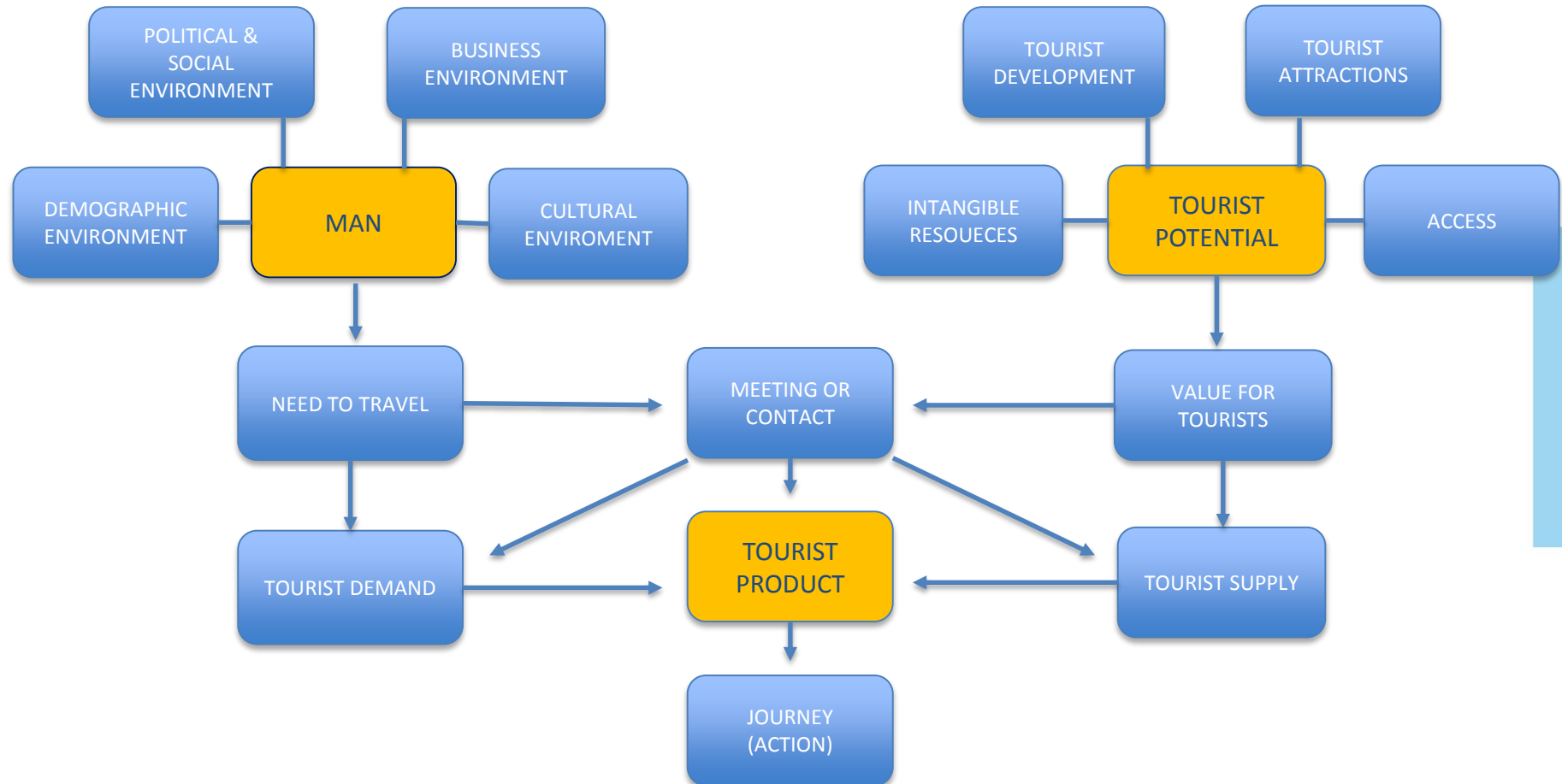
Tourist product

Tourist product is available to a wide group of consumers, therefore to maintain a competitive position on the market it should be:

- ✓ Useful
- ✓ Original
- ✓ Consistent



Planning of tourist product



Planning of tourist product

The tourist product can be A THING



Planning of tourist product

The tourist product can be A SERVICE



Planning of tourist product

The tourist product can be AN EVENT



Planning of tourist product

The tourist product can be AN OBJECT



Planning of tourist product



Planning of tourist product

The tourist product can be A TRAIL



Planning of tourist product

The tourist product can be AN AREA



Planning of tourist product



Socio-cultural trends

Changes in consumption and lifestyle of societies result in constant changes in consumer trends. These changes are caused, among the others, by: aging of society, the rich getting richer, impoverishment of middle classes, migration, mobility, changes in a product distribution.



The process of building of tourist product

- ✓ Situation analysis
- ✓ Product concept
- ✓ Product promotion



The process of building of tourist product

Situation analysis

For whom?

- ✓ What kind of tourist traffic is in the place/region?
- ✓ What is a profile of a tourist visiting the place/region?

What?

- ✓ What is our potential?
- ✓ How does it stand out?
- ✓ How is it used?
- ✓ What is missing?

How?

- ✓ What is the biggest potential?
 - ✓ Are we creating a new product or re-using the existing ideas?
-

The process of building of tourist product

An analysis of the situation. Product example – Wallachian Culture Trail
For whom?

- ✓ For active tourists, seeking contact with nature and local culture



The process of building of tourist product

An analysis of the situation. Product example – Wallachian Culture Trail

What?

- ✓ Mountainous area
- ✓ National and landscape parks, natural reserves, tourist trails
- ✓ Sheep pasturage areas – huts, shepherds
- ✓ Cuisine, handicraft



foto: Rafał Nowak

The process of building of tourist product

An analysis of the situation. Product example – Wallachian Culture Trail

How?

- ✓ Creation of shepherds' places with small infrastructure
- ✓ Creation of active rest infrastructure
- ✓ Promotion of local culture and cheese
- ✓ Organisation of events promoting cultural heritage



The process of building of tourist product



The process of building of tourist product



The process of building of tourist product

Product concept

Determining needs of a client

- ✓ What does a tourist dream about? What does a tourist yearn?
- ✓ How big is a group of a specific good recipients?

Valuing needs

- ✓ What experiences satisfy the needs of tourists?
- ✓ Which goods and services will satisfy the needs?

Product

- ✓ How many of which products should be used to satisfy the need?
 - ✓ What will the product look like in reality?
 - ✓ What will the tourist pay for?
-

The process of building of tourist product

The soul of a tourist... Conscious and intuitive needs and expectations which may be satisfied through a rest and relaxation, activity and adventure, taking care of health aspects of life, education, contact with art. etc



One Minute ... don't read, don't talk, no photos, just look ... and see

The process of building of tourist product

Product concept – Wallachian Culture Trail

Identifying tourist's needs

- nature, shepherds and their culture, entertainment, education, tastes



The process of building of tourist product

Product concept – Wallachian Culture Trail

Evaluation of needs

- ✓ Visiting Shepherd huts, unique atmosphere, observing and participation, degustation, tasting



The process of building of tourist product

Product concept – Wallachian Culture Trail

Product

- ✓ Wallachian Culture Trail
- ✓ Agendas of numerous events on the Trail,
- ✓ Art, culinary, herbal workshops,
- ✓ Cheese
- ✓ Handicraft
- ✓



**SZLAK
KULTURY
WOŁOSKIEJ**

The process of building of tourist product



The process of building of tourist product



The process of building of tourist product



The process of building of tourist product

Sensory impressions

The soul of a tourist... Conscious and intuitive needs and expectations which may be satisfied through a rest and relaxation, activity and adventure, taking care of health aspects of life, education, contact with art., etc.



SIGHT – HEARING – TOUCH – SMELL – TASTE

The process of building of tourist product

The promotion of a product is, to a large extent, responsible for its success. Planning a promotion, we have to determine:

Who are we targeting?

- ✓ Who is our target group?
- ✓ Where do they come from and who are they?

What?

- ✓ What experiences of our product will we communicate?
- ✓ What distinguishes our product?

Where?

- ✓ Which promotion tools will we use?
- ✓ What will be the most effective?
- ✓ How to build the engagement of the clients?

The process of building of tourist product

Product promotion– Wallachian Culture Trail

to whom is addressed?

- ✓ To inhabitants of big cities, families and youngsters



The process of building of tourist product

Product promotion– Wallachian Culture Trail

What?

Opportunity to return to childhood, shapherd tradition, cheese tastes, mountains, ...



The process of building of tourist product

Product promotion– Wallachian Culture Trail

Where?

Internet, social media, schools, senior clubs ...



Promotion campaign

- ✓ Concentration on the goal

Determining one clear goal which must be measurable, intelligible, can be achieved and will give the client a sense of happiness.

- ✓ Attracting attention

Intriguing the client with a personal, unexpected, visual and intuitive message.

- ✓ Engaging story

Creating a unique story that will be easy to remember, empathic and authentic where the client will be the hero.

- ✓ Engaging the recipients.

The expected result will be sharing and recommending stories to the others.

Promotion campaign

Target

To create an opportunity of common entertainment



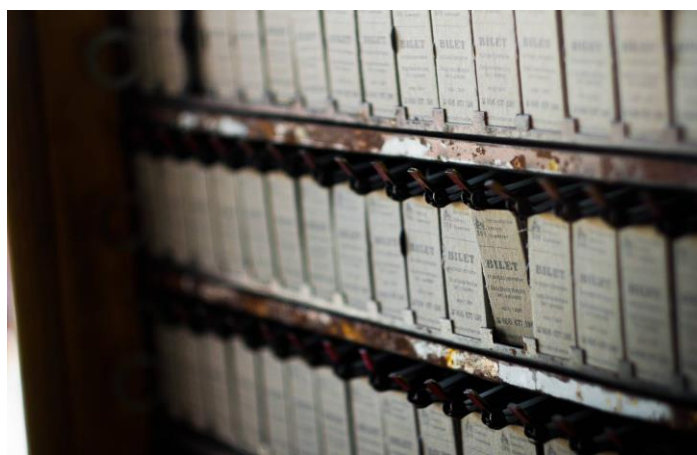
Promotion campaign

Attracting attention - film, photo



Promotion campaign

Engaging story



Promotion campaign

Engaging the recipients



Product management

Tourist products are complex and their success depends to a large extent on partnership cooperation between the entities that create and manage them.

- ✓ Combining resources and competences helps building a competitive advantage.
 - ✓ Cooperation of several entities is an added value.
 - ✓ Collaboration allows to develop new ideas that can lead to an improvement of the business model.
-

Good practices

In the heart of Carpathians – border that connects



Good practices

In the heart of Carpathians – border that connects



Good practices

In the heart of Carpathians – border that connects



Good practices

In the heart of Carpathians – border that connects



Good practices UNESCO

Blizne



Good practices UNESCO

Chotyniec

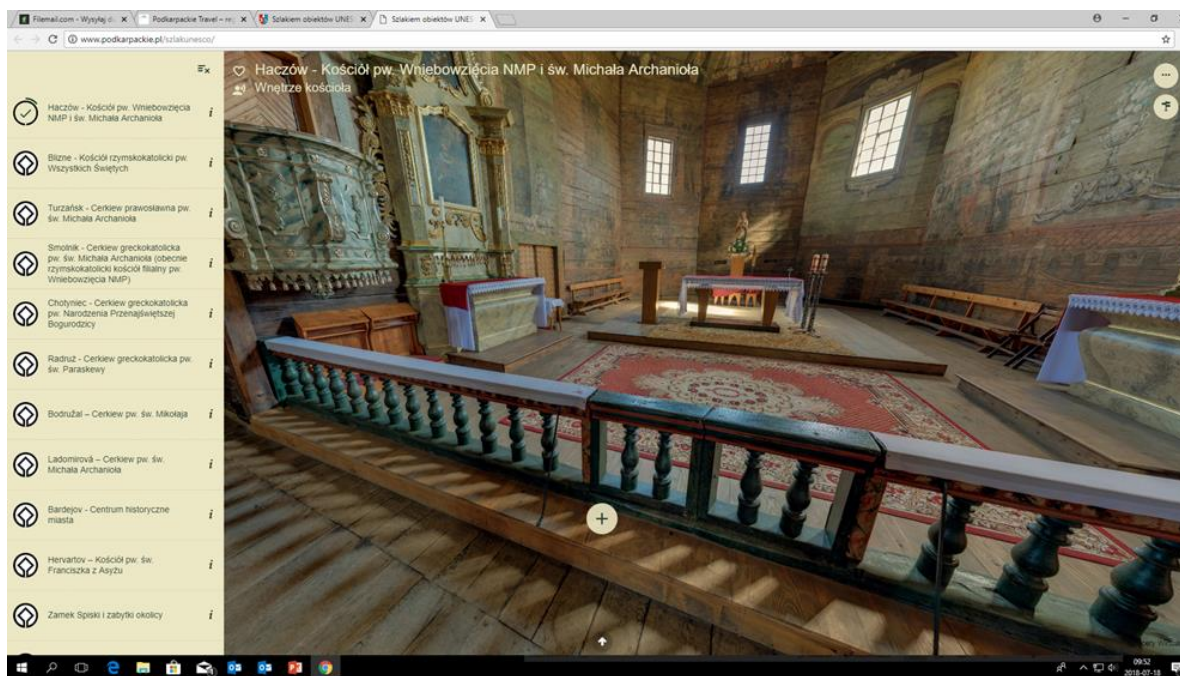


Good practices UNESCO

Radruż



Good practices UNESCO



Good practices UNESCO



Good practices UNESCO



Good practices UNESCO



Good practices bike trails and paths



Good practices bike trails and paths



Good practices bike trails and paths



Good practices bike trails and paths



Good practices bike trails and paths



Good practices bike trails and paths



Good practices bike trails and paths



Good practices bike trails and paths



Good practices bike trails and paths



Thank You

Agata Sarna

Urząd Marszałkowski Województwa Podkarpackiego

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