GoBali Study Abroad

UNIVERSITAS UDAYANA

COURSE SYLLABUS · BUSINESS & TOURISM

Tourism Product

Udayana University | 5 ECTS | Taught in English | Bachelor level

COURSE SYLLABUS · BUSINESS & TOURISM

Tourism Product

CODE	CREDITS	LANGUAGE	LEVEL
CE 3/1	5 ECTS	English	Bachelor

LECTURER	EXAMS
I Nyoman Sudiarta, SE., M.Par.	Written midterm and final exam

Description

A clear and explicit concept of the product will provide greater precision in discussions related to the nature of tourism and the planning, development, management and delivery of its products. A better understanding of the structure and functioning of the product will also help developers, entrepreneurs, and planners in creating more successful products for the marketplace. In the long run, the concept will help researchers to measure, analyze and model industry performance more accurately. Before presenting the concept, however, it will be useful to summarize the existing literature on product development by reviewing concepts of product development from both the demand (marketing) and supply side perspectives.

Learning objectives

The course teaches tourism product development as a prerequisite for satisfying tourists' changing demands and ensuring the long-term profitability of the industry. Ideally, tourism products meet marketplace demands, are produced cost-efficiently, and are based on the wise use of the cultural and natural resources of the destination.

Weekly topics

1	Introduction
2	Defining Tourism Product Development
3	The Tourism Destination and its Characteristics
4	Variables Influencing Tourism Product Development
5	Destination Strategy for Tourism Product Development
6	The Role of Destination Authorities in Tourism Product Development
7–8	**Mid-term exam**
9	Fundamental Issues in Tourism Development and Product Planning
10	Principles and Procedures for Tourism Product Development
11	Identifying Tourism Product Development Opportunities

12	Tourism Product Development Priorities and Putting the Plan into Action
13	Guidelines on the Model Approach to Tourism Product Development
14	Destination Variations
15	Study Tour

Grading

Individual Participation, Assignments	**50%**
Mid-term and final Test	**50%**

Books and other sources

1. Echtner, Charlotte M. and J. R. Brent Ritchie. 2003. "The Meaning and Measurement of Destination Image." *The Journal of Tourism Studies* 14 (1): 37–48.
2. Butler, R. W. 1980. "The Concept of a Tourist Area Cycle of Evolution: Implications for Management of Resources." *Canadian Geographer* 24 (1): 5–12.
3. Cooper, Chris, John Fletcher, David Gilbert and Stephen Wanhill. 1993. *Tourism: Principles & Practice*. Pitman Publishing.
4. Hsu, Cathy, Les Killion, Graham Brown, Michael J. Gross and Sam Huang. 2008. *Tourism Marketing: An Asia-Pacific Perspective*. Australia: John Wiley.
5. Leiper, Neil. 2004. *Tourism Management*. Australia: Pearson Education.
6. Mill, Robert Christie and Alastair M. Morrison. 2009. *The Tourism System*, 6th ed. USA: Kendall Hunt.
7. Plog, Stanley C. 2001. "Why Destination Areas Rise and Fall in Popularity." *Cornell Hotel and Restaurant Administration Quarterly* 42 (3): 13–24.
8. Smith, Stephen L. J. 1994. "The Tourism Product." *Annals of Tourism Research* 21 (3): 582–595.
9. UNWTO. 2011. *Handbook on Tourism Product Development*. Madrid: World Tourism Organization (UNWTO) and European Travel Commission (ETC).
10. UNWTO. 2012. *World Tourism Barometer*, Vol. 10, January.

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