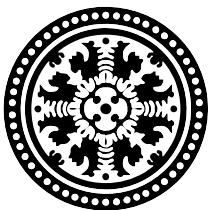




# GoBali Course Guide



UNIVERSITAS UDAYANA

More information about the GoBali program is available on the Internet (<http://www.gobali.org>).

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# Tourism Product:

**Code:**  
CE 3/1

**ECTS:**  
5

**Language:**  
English

**Lecturer:**  
I Nyoman Sudiarta, SE., M. Par

## 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. Improved understanding of the structure and functioning of the product also will assist developers, entrepreneurs, and planners in creating more successful products for the marketplace. In the long run, the concept will aid researchers in more accurately measuring, analyzing, and modeling industry performance. 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 Objective:

The objective of this course is a prerequisite for satisfying tourists' changing demands and insuring 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.

## Subjects Covered:

### 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
9. Fundamental Issues in Tourism Development and Product Planning
10. Principles and Procedures for Tourism Product Development
11. Identification of Tourism Product Development
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

### Exams:

Written midterm and final exam

### Grading:

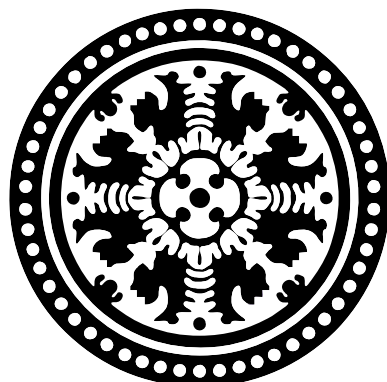
Individual Participation, Assignments	50%
Mid and Final Test	50%

## Books and other Sources:

1. Echtner, Charlotte M and Ritchie J.R. Brent. 2003. *The Meaning and Measurement of Destination Image. The Journal of Tourism Studies*. Vol. 17, No.1, pp. 37 – 48.
2. Buttler, R.W. 1980. The Concept of Tourist Area Cycle of Evaluation: Implication For Management of Resources, *Canadian Geographer*, XXIV, 1. Pp.5-12.
3. Cooper, Chris; Fletcher, John; Gilbert, David and Wanhill, Stephen.1993. *Tourism Principles & Practice*. Pitman Publishing.
4. Hsu, Cathy., Killion, Les., Brown, Graham., Gross Michael.J., Huang, Sam. 2008. *Tourism Marketing: An Asia Pacific Perspective*. Australia: John Wiley.
5. Leiper, Neil.2004.*Tourism Management*. Australia: Pearson Education.
6. Mill, Christie and Morrison, Alastair M. 2009. *The Tourism System*, sixth edition, USA: Kendall Hunt.
7. Plog.Stanley C.2001. Why Destination Areas Rise and Fall in Popularity, *Cornel Hotel and Restaurant administration Quarterly*, Vol.14,No.4, pp. 55-58.
8. Smith, Stepen L.J. 1994. The Tourism Product, *Annal Tourism Research*, Vol.21,No.3,pp.582-595.
9. UNWTO. 2011. Hand book on Tourism Product Development, Madrid: World Tourism Organization (UNWTO) and European Tourism Commision (ETC).
10. UNWTO *World Tourism Barometer*, Volume.10 Januari 2012.



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