

Product Development, Diversification and Innovation:
A Strategic Approach for Developing Sustainable,
Quality and Innovative Tourism Products




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Key themes skema

- Focus on the Mediterranean's current competitiveness
- Focus on sustainable development
- Focus on the residents
- Focus on service design
- Focus on quality
- Towards competitiveness



Creating competitive advantage skema

- Comparative advantage refers to a destination's natural endowment in factors of production; the resources that make a destination attractive
- Competitive advantages refer to a destination's ability to use these resources effectively!



Words of introduction skema

"Globalisation has now made it necessary for destinations to stay at the leading edge of **new products and ideas** to remain competitive ...
Creative entrepreneurs must contribute to the **development of destinations** ...
Tourism policies must be geared towards **innovation**
Decentralisation to destinations is the watchword of the modern tourism industry"
Francesco Frangialli, Secretary General UNWTO, 2007

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TRAVELSAT Competitive Index

A snapshot of quality competitiveness in Mediterranean




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Med "sun and good food" is not enough anymore... quality must be managed at all steps of the visit!

TOP DRIVERS OF BRAND EXPERIENCE IN MED DESTINATIONS



Driver	Score
Local communities' hospitality	543
Safety feeling	513
Landscapes & beaches	507
Accommodation	497
Local food	485
Convenience for visiting	484
Cleanliness in and outside cities	487
Signage, orientation	482
Cultural and leisure activities	482
Historical heritage	454
Shopping	378
Public transportation	366
Road infrastructure	341
Visitor info centers	328
Nightlife	294
Cultural shows	290
Ease of parking	275
Taxi service	252

Correlation index on overall satisfaction

Source: TravelSat Competitive Index, all markets & destinations

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Visitor experience quality is the first driver of competitiveness in Med

What prompted mostly your decision to choose this destination?
(Source: TRAVELSAT 1st time leisure visitors - All Med destinations consolidated)

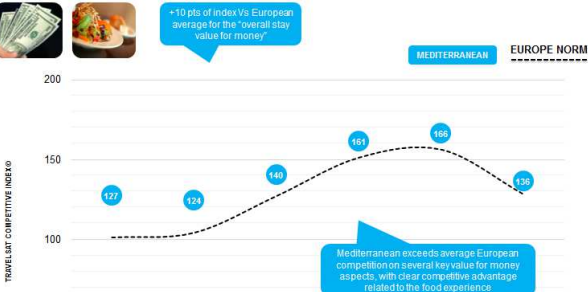


Factor	Percentage
Friends/Relatives recommendation	39%
World renowned status	33%
Information on the web	22%
Special offer / Cheap deal	17%
Travel agency recommendation	12%
Geographical proximity	11%
Newspaper article	6%
Advertising	5%
Movies	4%
TV News	3%

Happy visitors today recruit new visitors tomorrow!

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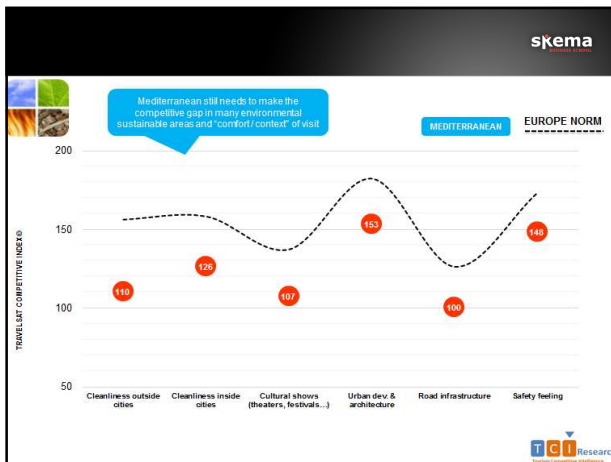


Category	Mediterranean Index	Europe Norm
Public transport prices	121	100
Food value for money	124	100
Accommodation value for money	140	100
Food quality	161	100
Restaurant hospitality	166	100
Shops' opening days/hours	138	100

+10 pts of index vs European average for the "overall stay value for money"

Mediterranean exceeds average European competition on several key value for money aspects, with clear competitive advantage related to the food experience.

TCI Research



Transforming the Med

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TAKE THE MED Programme sur la transition VERTueuse du tourisme en Méditerranée doté d'un dispositif homogène et participatif

DEFIMED

- Sustainability
- Towards a different form of tourism
- Create experiences for visitors
- Create opportunities for locals
- Example? World of Arcadian



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WORLD OF Arcadian

Home / About / JOIN US / Contact / Extra services / Blog / [Social Media Icons]

DESTINATIONS ACCOMMODATIONS SEND REQUEST WEDDINGS MEETINGS & EVENTS STORE PEOPLE

Inicio → About

<http://www.worldofarcadian.com/about/>

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“The friendliness and hospitality of residents can, without doubt, strongly influence the destination’s image”

Beerti (2004). Factors Influencing a Destination’s Image



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2 test-sites in France





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Service Design and Tourism

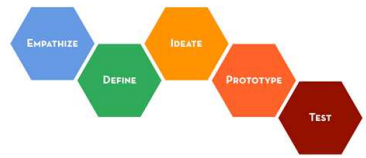
“Service design as an approach to foster competitiveness and sustainability of European tourism”




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Design thinking

- clarity of purpose;
- become your market;
- be a disruptor;
- own the change experience



Quality skema

- More important than ever!
- Focus on training / Human resources

