



ROYAL CANAL/ GRAND CANAL TOURISM STUDY

Approach



Background – Tourism Product Development Handbook



Handbook on Tourism Product Development



Background

ETC and UNWTO Research & Analysis Study (Handbook)

- **The Product Offer is the Core of a Destination,**
- **Tourism Product Development (TPD) and Marketing are Inter-related and Inter-dependent,**
- **Heavier Focus on Destination Marketing than on TPD,**
- **Aim of TPD Study to correct this Imbalance,**
- **Examination of Different Practices –**
 - **Survey of 52 NTAs/NTOs,**
 - **Personal Interviews with Destinations & Operators,**
 - **over 100 Case Studies, Literature Review.**



Tourism Product Development (TPD)

- TPD part of an extensive and interlinked process – macro (overall destination), micro (individual TPDs),
- Market research, product development and marketing represent an ongoing continuum, necessary to realise a destination's full potential.



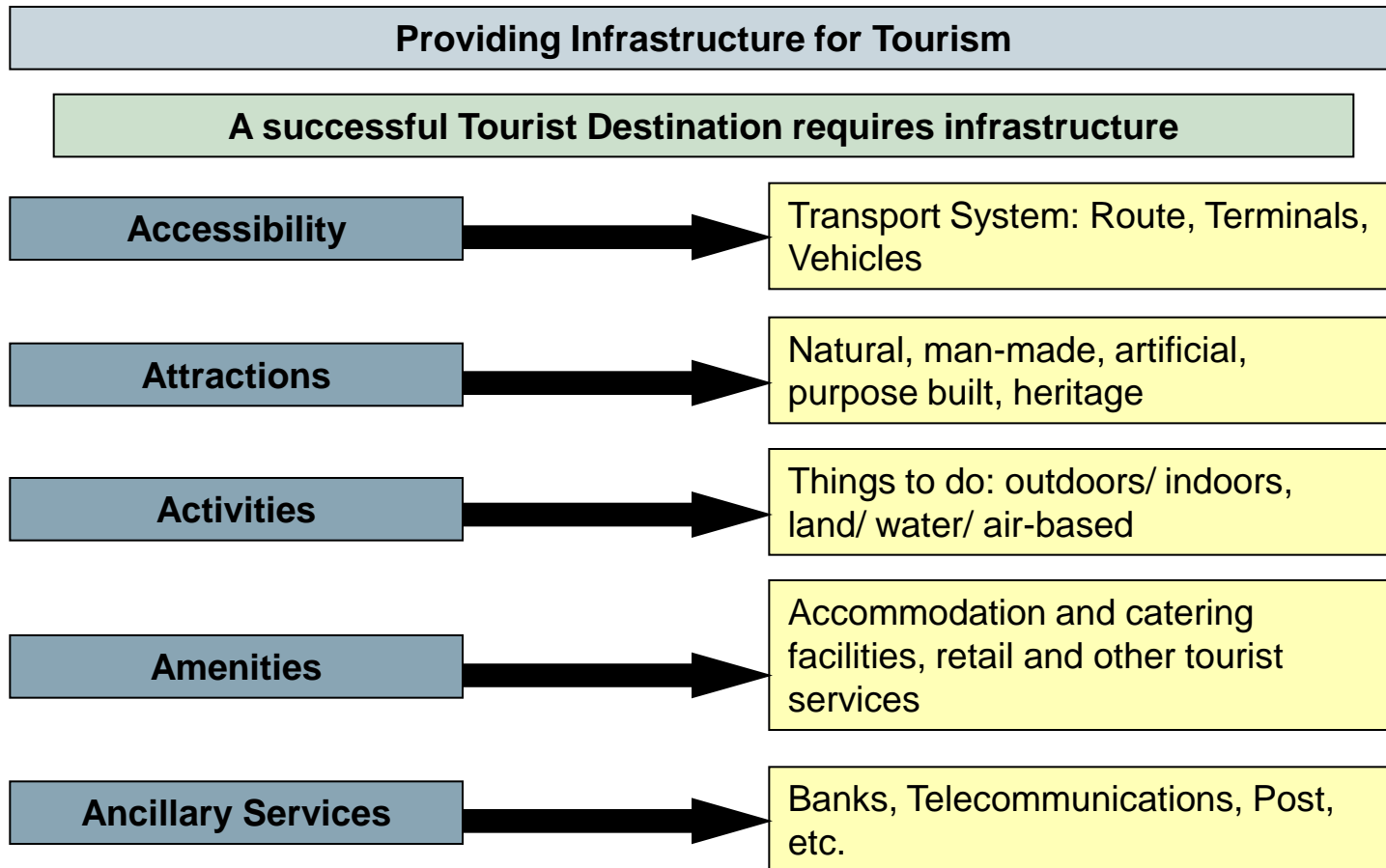
Defining Tourism Product Development

Process:

Assets of a destination are moulded to meet the needs of customers.



Requirements of a Tourism Destination



The Tourism Destination and its Characteristics

- **Comprises many products within the overall destination,**
- **Involves many stakeholders with differing objectives and requirements,**
- **Is both a physical entity and a socio-cultural one,**
- **Is a mental concept for potential tourists,**
- **Is subject to the influence of current events, natural disasters, terrorism, health scares etc.,**
- **Is subject to historical, real and fictitious events,**



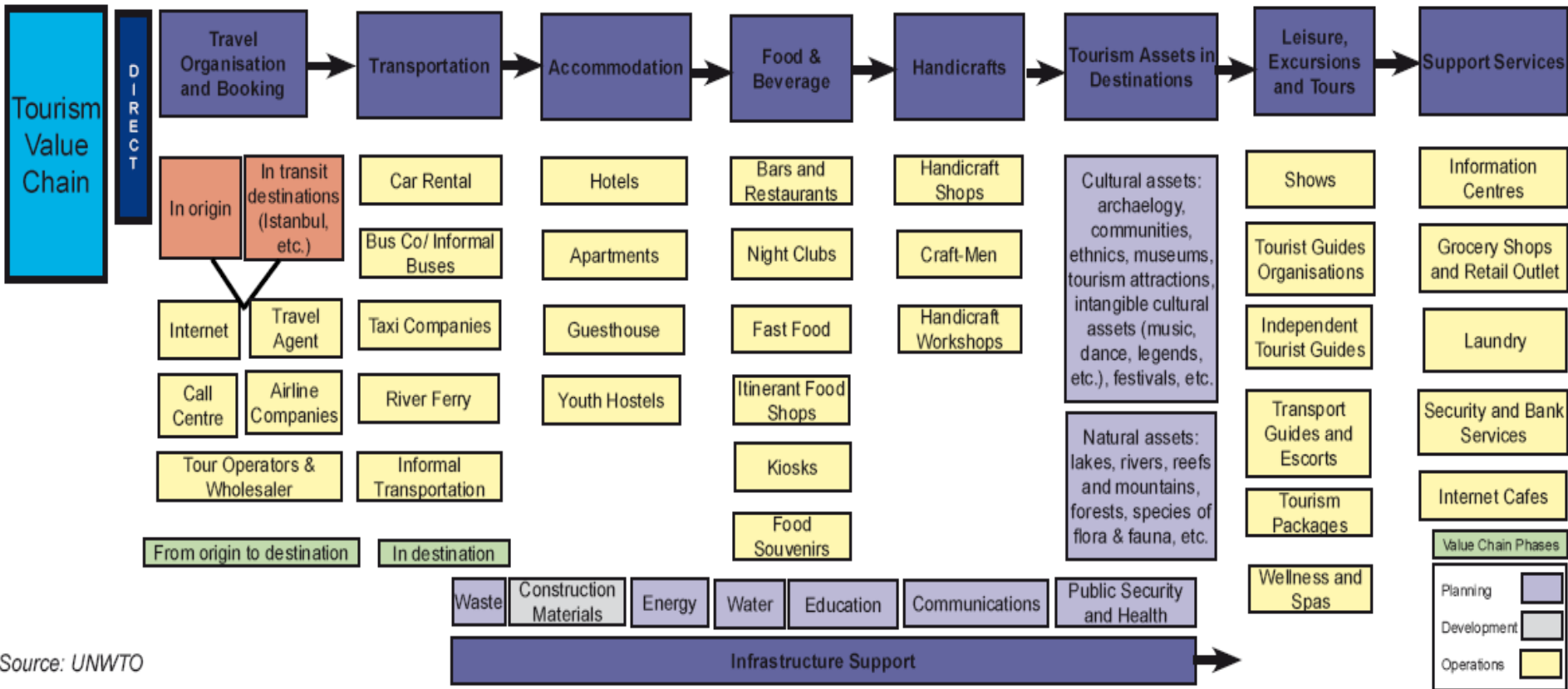
The Tourism Destination and its Characteristics cont.

- Is evaluated subjectively in terms of what represents value-for-money,
 - Reality compared with expectations,
- Differs in size, physical attractions, infrastructure, benefits offered to visitors, and
- Degree of dependence on tourism,
- No two destinations can be treated the same, each offering its own unique and authentic attributes.

Tourism Value Chain

- Illustrates a number of unusual characteristics compared with other industries,
- Tourism is a complex industry to plan and manage.

Tourism Value Chain - Parties directly involved



Fundamentals and Principles of Tourism Product Development Planning



3 Fundamental Issues needed before effective TPD can take place

- **Tourism Organisation and Institutional Structures**
- **Inter-Agency Co-ordination**
- **Comprehensive, Integrated and Inclusive Planning**

Approach – Royal Canal and Grand Canal Rural - Study



Study Requirements

Identifying the recreational and tourism potential within the Grand Canal Rural and the Royal Canal Rural



Study Brief

Identifying an overall vision for the Grand Canal Rural and Royal Canal Rural and statement of ambition based on its multifaceted role.

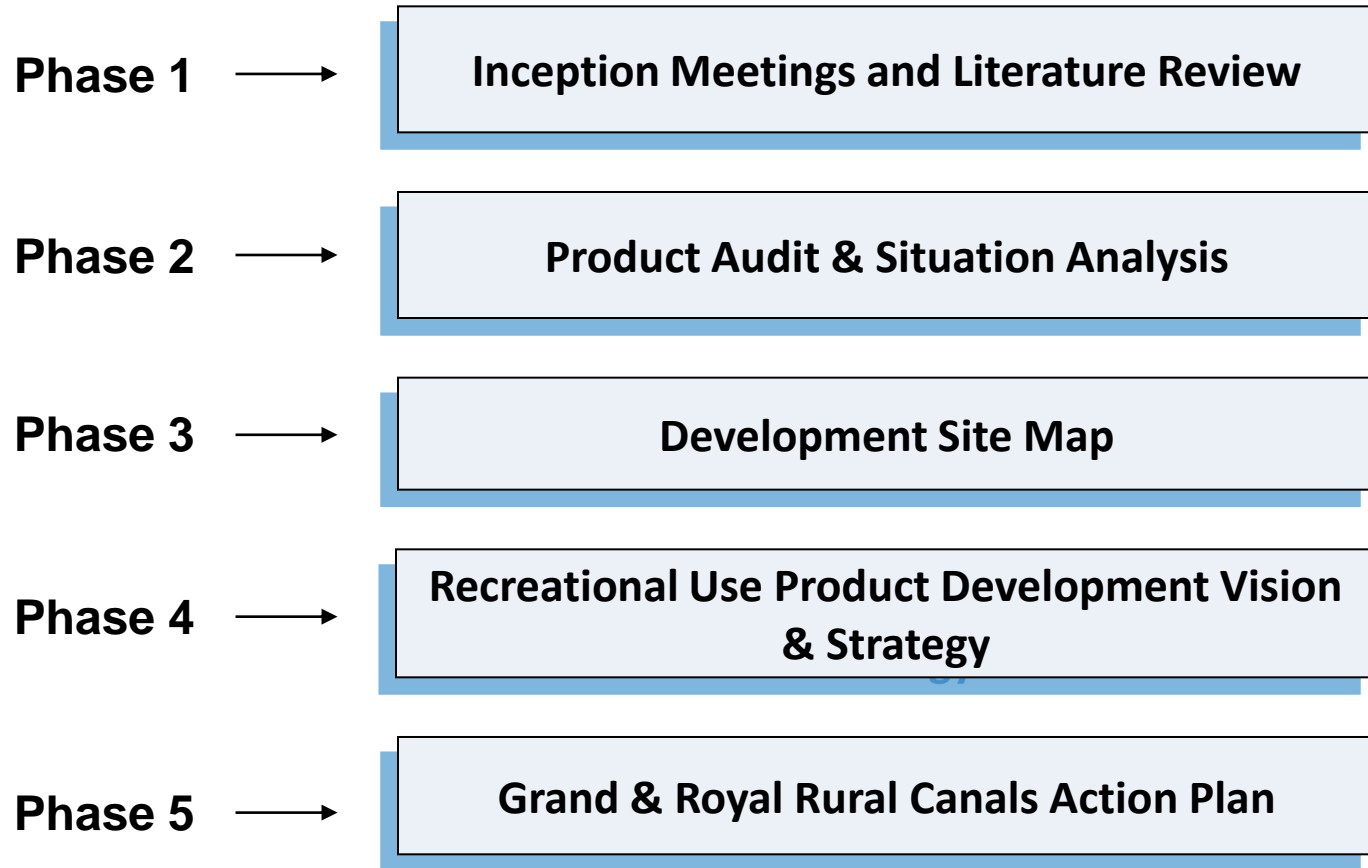


Key Aim of the Study

To Identify market led, innovative and sustainable recreational, tourism and commercial product development opportunities for the Grand Canal Rural and Royal Canal Rural.



Phased Approach





Inter Agency Co-operation and Co-ordination was Key to this Initiative

