



# INHERIT COURSE MODULES



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## INHERIT COURSE STRUCTURE

<b>Module 1</b>	<b>Analysis of the resources of the territory</b> <ul style="list-style-type: none"> <li>- Unit 1.1 Natural resource</li> <li>- Unit 1.2 Cultural resources</li> </ul>
<b>Module 2</b>	<b>Assessment and preliminary selection of territorial resources</b> <ul style="list-style-type: none"> <li>- Unit 2.1 Criteria for analysis and selection of resources</li> <li>- Unit 2.2 Rural tourism sustainability: economic, social, cultural, and environmental criteria</li> </ul>
<b>Module 3</b>	<b>Identification and analysis of territorial services associated with tourism</b> <ul style="list-style-type: none"> <li>- Unit 3.1 Basic services in the tourism value chain</li> <li>- Unit 3.2 Specific services that bring added value</li> </ul>
<b>Module 4</b>	<b>Analysis of customer profiles for a tourism offer</b> <ul style="list-style-type: none"> <li>- Unit 4.1 What makes a customer profile</li> <li>- Unit 4.2 Approaches and tools for customer analysis</li> </ul>
<b>Module 5</b>	<b>Training in the structure of guided and interpretation activities - storytelling</b> <ul style="list-style-type: none"> <li>- Unit 5.1 Guiding</li> <li>- Unit 5.2 Heritage interpretation and storytelling</li> </ul>
<b>Module 6</b>	<b>Tourism product development</b> <ul style="list-style-type: none"> <li>- Unit 6.1 Product design</li> <li>- Unit 6.2 Product branding and marketing</li> </ul>

## MODULE 1. ANALYSIS OF THE RESOURCES OF THE TERRITORY

### Learning Outcomes

<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Understand the types of resources in tourism.</li> <li>• Identify resources:             <ul style="list-style-type: none"> <li>◦ View the territory with a broad and defined perspective.</li> <li>◦ Recognize the potential beyond its current state.</li> </ul> </li> <li>• Organize the territory's resources.</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Develop analytical skills: analyse a territory with a specific purpose.</li> <li>• Enhance teamwork: collaborate in interdisciplinary teams with varied perspectives.</li> <li>• Cultivate critical thinking: assess the relevance of each element.</li> </ul>
<b>Attitudes</b>	<ul style="list-style-type: none"> <li>• Foster an appreciation for the territory's resources.</li> <li>• Adopt a proactive approach.</li> <li>• Embrace a sustainable mindset in resource identification.</li> <li>• Value the involvement of local communities.</li> </ul>

## Introduction

Module 1, titled "Analysis of the Resources of a Territory," serves as an introduction to the INHERIT course by providing essential tools for assessing the richness of a specific area. This module is designed to identify key components that can enhance tourism activities within a region, playing a crucial role in showcasing both the cultural and natural heritage of a place. The primary aim is to equip learners with the skills to analyse and identify various resources that can contribute to a meaningful touristic experience.

The module is structured into two units: **Unit 1.1: Natural Resources** and **Unit 1.2: Cultural Resources**. Unit 1.1 focuses on natural resources that are not influenced by human activities and are inherent to the territory. These natural resources will be categorized into different groups for a comprehensive understanding. In contrast, Unit 1.2 will examine resources derived from human activities, specifically cultural heritage, highlighting the connections between a territory and its community.

This module empowers learners to uncover the heritage and resources within a territory, thereby deepening their understanding of its potential. The overarching goal of the module is to provide learners with tools and strategies to determine what makes a place appealing, ultimately contributing to the development of tourism products and delivering high-quality experiences.

## Unit 1.1 Natural resources

The purpose of this unit is to help learners understand what constitutes a natural resource in the context of tourism. It will provide detailed examples of each type of natural resource, enabling learners to apply this knowledge to analyse their own territories using these tools.

Natural resources are those that exist independently of human activity. They do not arise from human practices such as agriculture, gastronomy, or architecture. Additionally, elements like landscapes are excluded because they are shaped by human perceptions and do not exist in isolation. Natural resources must originate directly from nature or natural phenomena and have a certain level of interest or relevance for tourism, often due to their rarity or exotic nature. Examples of natural resources include:

### Flora:

- **Vegetal Formations:**
  - Trees of special interest: monumental, centuries-old, etc.



- Plant-dominated formations: forests, meadows, etc., which are emblematic due to the species or symbolism in the place
- Plants with various uses: gastronomic, ritual, medicinal, etc.
- **Fungi:**
  - Giant puffball mushrooms in North Europe
  - Truffles as a high value product
  - Fungis with various uses: gastronomic, ritual, medicinal, etc.

### Fauna:

- **Mammals:**
  - Big european mammals: european brown bear, lynx, deer.
  - Mammals with various uses: gastronomic, ritual, medicinal, etc.
- **Reptiles & amphibians:**
  - *Calotriton arnoldi*: Triton del Montseny (species of salamander)
  - Snakes
  - Turtles, frogs
  - Species with various uses: gastronomic, ritual, medicinal, etc.
- **Birds:**
  - Puffins on the cliffs of Iceland
  - Raptors in Europe (*Gypaetus barbatus*, bearded vulture in the Pyrenees)
  - Migrating white storks, *Ciconia ciconia*
  - *Lagopus muta*, Rock ptarmigan
  - Birds with various uses: gastronomic, ritual, medicinal, etc.
- **Certain Insects:**
  - Butterflies: *Graellsia isabelae*, Spanish moon moth in the Pyrenees
  - *Lucanus cervus*: Stag Beetle in European Mountains

### Geological Resources:

- **Minerals:**
  - Quartz crystals in the Alps
  - Basalt columns in the volcanic area of Garrotxa
  - Marble in Greece
- **Stones:**
  - Basalt columns at the Giant's Causeway, Northern Ireland
  - Cap natural del cap de creus: various formations
  - Caves formation: stalagmite, limestone
  - Geoparks, including in Cyprus, rocks from eruptions under the sea.

- **Fossils:**
  - Jurassic Coast in Dorset and East Devon, England

### Climate / Astronomical Resources:

- **Natural Climatic Phenomena:**
  - Northern Lights (Aurora Borealis) in Tromsø, Norway
  - Rainbow
- **Astronomical Phenomena:**
  - Solar or moon eclipse
  - Perseid meteor shower
- **Clear Sky Views:**
  - Starlight Certification Europe: i.e. Montsec in Catalonia

Every category of natural resource is closely connected with culture, as human interactions with nature are deeply intertwined. Therefore, learners will also aim to link each of these resources to the local culture.

By understanding these categories, learners will be equipped to identify and evaluate natural resources within their own regions, enhancing their ability to develop tourism strategies based on these assets.

## Unit 1.2 Cultural resources

The purpose of this unit is to help learners understand what constitutes a cultural resource in the context of tourism, contrasting with the natural resources explored in the first unit. It will provide detailed examples of each type of cultural resource, enabling learners to apply this knowledge to analyse their own territories using these tools.

Cultural resources stem from human activity and craftsmanship. Unlike natural resources, cultural resources can arise from practices such as agriculture, gastronomy, and architecture. They are directly linked to civilization and can be both tangible and intangible heritage. Cultural resources include physical elements like buildings and art, as well as practices such as craftsmanship and gastronomy, and even spiritual elements like stories, rituals, religions, and languages. These resources forge a connection between the population and their territory, defining the unique characteristics of a civilization and its culture. Examples of cultural resources include:

### Architecture:

- **Historical Buildings:**
  - The Colosseum in Rome, Italy
  - Diocletian's Palace in Split, Croatia
- **Modern Structures:**
  - The Guggenheim Museum in Bilbao, Spain
  - The Shard in London, UK
- **Bridges and Infrastructure:**
  - The Millau Viaduct in France
  - The Old Bridge (Stari Most) in Mostar, Bosnia and Herzegovina

### Land and sea use for primary production:

- **Agronomy**
  - Production: Vineyards, olive groves, dry nuts and fruits - almond, carob trees - , aromatic herbs, tea, hop plants, including materials, tools, ...
  - Festivals, markets, etc.
  - Infrastructure: architecture, etc.
  - Intangible: beliefs, methodologies, etc.
- **Cattle raising**
  - Production: materials, uses, production
  - Festivals, markets, etc.
  - Infrastructure
  - Intangible: beliefs, methodologies, etc.
- **Fishing - wild aquatic animals -**
  - Production: materials, uses, production
  - Festivals, markets, etc.
  - Infrastructure
  - Intangible: beliefs, methodologies, etc.
- **Hunting - wild terrestrial mammals -**
  - Production: materials, uses.
  - Festivals, markets, etc.
  - Infrastructure
  - Intangible: beliefs, methodologies, etc.
- **Foraging - wild plants and fungi -**
  - Production: materials, uses
  - Festivals, markets, etc.

- Infrastructure: drying sheds, places to transform material –workshops- to confiture, jams, liqueurs, etc.
- Intangible: beliefs, methodologies, etc.

### Craftsmanship:

- **Handicrafts:**
  - Murano glass from Venice, Italy
  - Delft pottery from the Netherlands
- **Textiles:**
  - Harris Tweed from Scotland
  - Bulgarian embroidery from Chiprovtsi
- **Jewellery:**
  - Amber jewellery from the Baltic States
  - Filigree jewellery from Kosovo

### Folklore:

- **Traditional scenic performance: music, dance, theatre, ...**
  - Flamenco in Andalusia, Spain
  - Irish stepdance in Ireland
- **Festivals:**
  - Oktoberfest in Munich, Germany
  - Guča Trumpet Festival in Serbia
- **Narrative, legends, tales and stories:**
  - The legend of King Arthur in England
  - The legend of the Zmaj in the Balkans

### Gastronomy:

- **Culinary Traditions:**
  - Pasta and pizza in Italy
  - Tapas in Spain
- **Local Dishes:**
  - Paella in Spain
  - Cevapi in Bosnia and Herzegovina
- **Beverages:**
  - Scotch whisky in Scotland
  - Rakia in the Balkans

### Spirituality:

- **Religious Sites:**
  - The Vatican in Rome, Italy
  - Santiago de Compostela Cathedral in Spain
- **Spiritual Practices:**
  - Meditation centre's in the Swiss Alps
- **Pilgrimages:**
  - The Camino de Santiago in Spain
  - The Pilgrimage to Our Lady of Medjugorje in Bosnia and Herzegovina

### Other intangible Heritage:

- **Languages and Dialects:**
  - Gaelic in Scotland
  - Basque language in Spain
- **Oral Traditions & Beliefs:**
  - The Mabinogion stories in Wales
  - Balkan epic poetry
- **Traditional Knowledge and Skills:**
  - French haute cuisine
  - Venetian glassmaking techniques

By understanding these categories, learners will be equipped to identify and evaluate cultural resources within their own regions, enhancing their ability to develop tourism strategies based on these assets.



## Summary of key points

- **Definition of Natural Resources:** Resources that exist independently of human activity, not arising from human practices. They exist on their own.
- **Examples of Natural Resources:**
  - **Flora:** Plants, trees, ferns, mosses, ...
  - **Fungi:** lichens and mushrooms,
  - **Fauna:** Mammals, reptiles, amphibians, birds, certain insects.
  - **Geological Resources:** Minerals, stones, crystals.
  - **Climate/Astronomical Resources:** Natural climatic phenomena, astronomical phenomena, clear sky views.
- **Definition of Cultural Resources:** Resources that stem from human activity and craftsmanship, including both tangible and intangible heritage.
- **Examples of Cultural Resources:**
  - **Architecture:** Historical buildings, modern structures, bridges, and infrastructure.
  - **Land and sea use for primary production:** agronomy, cattle raising, fishing, hunting, foraging.
  - **Craftsmanship:** Handicrafts, textiles, jewellery.
  - **Folklore:** Traditional music and dance, festivals, legends, and stories.
  - **Gastronomy:** Culinary traditions, local dishes, beverages.
  - **Spirituality:** Religious sites, spiritual practices, pilgrimages.
  - **Intangible Heritage:** Languages and dialects, oral traditions, traditional knowledge, and skills.

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## Useful links

Title	Short description	Link
Interactive map of Living heritage and the domains by UNESCO	Using web-semantics and graphic visualization, 'Dive into Intangible Cultural Heritage' proposes a broader conceptual and visual navigation through close to 500 elements inscribed on UNESCO's Lists of the 2003 Convention. It explores the various elements across domains, themes, geography and ecosystems and makes it possible to visualize deep inter-connections among them	<a href="https://ich.unesco.org/dive/domain/">https://ich.unesco.org/dive/domain/</a>

## Field activity

Title	Analysis of the natural & cultural resources of a given territory
<b>Objective</b>	The goal of this activity is to apply previously acquired theoretical knowledge regarding natural & cultural resources. Learners will analyse a specific region to identify and extract as many relevant resources as possible for tourism. The objective is to establish connections between these resources and tourism potential. Additionally, they will strive to create connections between natural and cultural resources, uncovering the cultural aspects of the natural resources they worked on in the first unit.
<b>Position in the module</b>	This field activity will occur at the end of Unit 2, following the completion of the theoretical instruction.
<b>Time</b>	<p>This field activity will take about 10 hours on two different sites. The theoretical knowledge will be given in a class of 5h beforehand.</p> <ul style="list-style-type: none"> <li>Go to the sites and identify the resources on site: 8 hours</li> </ul>

	<ul style="list-style-type: none"> <li>Pool findings and organize data in class: 2 hours</li> </ul>
<b>Setting</b>	<p>The location for this activity should be tied to natural resources and situated away from areas of human habitation and activity. Possible settings include designated areas within forests, caves, lakes, and similar natural environments.</p> <p>A second location for this activity could focus on cultural resources and be associated with human activity or human-made environments. Potential settings include historical sites, museums and galleries, religious sites, and similar venues.</p>
<b>Required materials</b>	<ul style="list-style-type: none"> <li>Site maps, preferably accessible on their smartphones</li> <li>Notebooks and pens</li> <li>Cameras for taking pictures on-site</li> <li>Phones with internet access</li> <li>Contacts of relevant people in the area</li> </ul>
<b>Instructions to learners</b>	<ul style="list-style-type: none"> <li><b>In class theoretical preparation</b></li> </ul> <p>Learners will be given the tools to analyse the resources of a territory, they will also be given examples for them to have a general overview of the potential resources that can be used in tourism</p> <ul style="list-style-type: none"> <li><b>Define the site location</b></li> </ul> <p>Learners will need to choose a location based on criteria such as level of interest, accessibility, and the site's effectiveness from a tourism perspective.</p> <ul style="list-style-type: none"> <li><b>On-site analysis and identification of resources</b></li> </ul> <p>Learners will be given time to review their defined area in groups collect all the resources they can identify following the different categories reviewed in class</p> <ul style="list-style-type: none"> <li><b>Pool &amp; organize findings</b></li> </ul> <p>Learners will come back together to exchange on each group's findings. Teach will comment and help learners understanding the pertinence of each of the found elements After having analysed each of the elements, a table will be made summarizing</p>

	all of the resources by category. This table will then be used for Module 2.
<b>Procedure of implementation</b>	<ul style="list-style-type: none"> <li>• Support with examples from experience</li> <li>• Support in establishing prioritization criteria</li> <li>• Facilitate the agreement-seeking process for each group</li> </ul>
<b>Follow-up session (in-class)</b>	Organize the collected data according to the categories outlined in the Module, evaluating their relevance to tourism and their connection to natural heritage concepts. This data will be used in Module 2 to analyse the limitations and advantages of each resource.
<b>Debriefing session (in-class)</b>	<p><u>Cultural resources</u></p> <ul style="list-style-type: none"> <li>• How does this resource connect to natural heritage?</li> <li>• Is it influenced by human activity? If so, does it qualify more as a cultural resource?</li> <li>• Can tourism impact this resource, and is it compatible with a sustainability approach?</li> </ul> <p><u>Natural resources</u></p> <ul style="list-style-type: none"> <li>• How does this resource connect to cultural heritage?</li> <li>• In what way is it influenced by human activity?</li> </ul> <p><u>General</u></p> <ul style="list-style-type: none"> <li>• In what ways can this resource be appealing for tourism, and who is the target audience?</li> </ul>
<b>Assessment criteria</b>	<ul style="list-style-type: none"> <li>• Number of elements found in each category of resources</li> <li>• Relevance and coherence of the elements in relation to tourism purposes</li> <li>• Ability to identify resources in a given environment</li> <li>• Participation in the overall field activity</li> </ul>



## Timeframe of Module 1

Module 1: Analysis of the Resources of a Territory	Time
<b>Unit 1.1: Natural Resources</b>	<b>1 hr 30 min</b>
Introduction to Natural Resources in Tourism	30 min
Detailed Presentation on Categories of Natural Resources (Flora, Fauna, Geological, Climate, etc.)	1 hr
<b>Unit 1.2: Cultural Resources</b>	<b>1 hr 30 min</b>
Introduction to Cultural Resources in Tourism	30 min
Detailed Presentation on Categories of Cultural Resources (Architecture, Craftsmanship, Folklore, Gastronomy, etc.)	1 hr
<b>Field Activity Preparation</b>	<b>1 hr 30 min</b>
Overview and Planning for Field Activity	20 min
Selecting and Researching a Territory for Field Analysis	30 min
Group Preparation: Planning Tools and Techniques for On-site Resource Analysis	40 min
<b>Field Activity</b>	<b>10 hrs</b>
On-site Analysis and Identification of Natural & Cultural Resources	8 hrs
In-Class Organization, Pooling, and Review of Findings	2 hrs
<b>Conclusion, Reflection, and Summary</b>	<b>30 min</b>
Key Takeaways and Reflection on Field Activity Experiences	20 min
Closing Discussion: Linking Resources to Sustainable Tourism	10 min
<b>Total:</b>	<b>15 hrs</b>

## MODULE 2. ASSESSMENT AND PRELIMINARY SELECTION OF TERRITORIAL RESOURCES

### Learning Outcomes

<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Learn and understand what are the elements of nature and culture of the territory that can be identified as resources for tourism</li> <li>• Learn to analyse each of the elements from the point of view for potential resource for sustainable rural tourism</li> <li>• Learn how to prioritize and categorize the selected resources in the process of product creation</li> <li>• Understand how to use the identified resources in a sustainable way for the development of rural tourism in the territory</li> <li>• To be sustainable is not enough - the selected resources have to be fruitful for the local destination, to create and bring income to local people and to the environment.</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Select the potential elements of the territory as tourist resources</li> <li>• Choose appropriate criteria for prioritization and categorization</li> <li>• Identify the proper ways for use of tourist resources in a sustainable way</li> </ul>
<b>Attitudes</b>	<ul style="list-style-type: none"> <li>• Appreciate the importance of natural and cultural resources in the rural areas</li> <li>• Use of digital tools and technologies to present the resources which can be under pressure from visits of tourists</li> <li>• Commit to continuous learning and adaptation of information and tourist interpretation to improve tourism offers for endangered natural and cultural resources</li> <li>• Value collaboration with local communities and stakeholders to authentically represent and promote local heritage through tourism.</li> </ul>

## Introduction

The "Assessment and preliminary selection of territorial resources" module is an integral part of the INHERIT course, prepared to help the local municipalities, cultural centres, active community groups and small local tourism enterprises in rural areas. The activity aims to discover, select and assess the elements of nature, heritage and local culture that can be interpreted as tourist resources, and to use them in a sustainable way according to the four pillars of Rural tourism – economic, social, cultural and environmental criteria.

The acquired knowledge and skills will help the local entrepreneurs to create and develop innovative and interesting tourist offers based on new resources and experiences in the rural environment, and to promote experiential tourism products.

The skills to select and assess the tourist resources will help design new tourist products, and also interpret the interesting elements in such a way, that they can become a part of digital trails to be presented to the public in a proper and attractive way, concurrently, to be protected from overuse, and to preserve the most valuable pieces from the danger of the tourist flow.

## Unit 2.1 Criteria for analysis and selection of resources

This unit will help learners make a first selection of a territory's assets based on the most relevant general characteristics, related to the originality of the resource, the supply and demand of the touristic context at municipal but mainly at regional level, that will allow us to work with them in the project.

Based on the elements (natural and cultural resources) identified in Units 1.1. and 1.2, learners will prioritize and make a general framework of the potential local tourist resources. They will use the following list of general criteria:

- **Temporality – ephemerality**

Some of the territorial resources are temporal or ephemeral which means they only attract tourists for a (very) short period of time throughout the year. For example, if a photographer is interested in taking pictures of wild orchids or lilacs blooming, or a two-day festival, there is a very restricted possibility in time to do so. This aspect can be restricting but also motivating for the tourists to organize and undertake the trip.

- **Rarity**

Some studies of rarity value have hypothesized that it arises from people valuing the knowledge that they are consuming something unique that others cannot enjoy. Wildlife watching, however, is unusual in this regard, because it represents the rarity of a non-rival good – one person consuming the good does not typically preclude others from doing the same, unless wildlife viewing activity is extremely detrimental to the species.<sup>1</sup>

The definition of rarity can vary from something that can be accessed by only a very limited group of people to something esteemed or interesting due to being rare, uncommon, endangered/ threatened or curious. To call a certain element of natural or cultural heritage rare means it is unique, or it can be observed in one (or not in many) places, or it is very special for its kind; examples include ‘Red List species’.

Both natural and cultural heritage resources can be rare: from architecture through to singing and dancing to observing butterflies or special earth formations.

However, to make it a tourist attraction, it has to be described or presented in a way that stimulates curiosity, urge for knowledge, or makes the target group feel that observing this element is really special and worth paying for. At the same time, rarity shall be closely linked to sustainability as such elements might be a subject to greater interest and limited access.

- **Demand from customers**

Customer demand, in the field of sales, generally refers to the problem that customers need to solve or the goal they want to achieve. It might be spending some time in nature, for people living in the big cities, or profiting from lilac’s blooms to taking perfect photos etc.

Knowing how consumer demand works can help when interpreting market trends, developing business models and creating marketing strategies. 5 key determinants of consumer demand are:

- ✓ Item price,
- ✓ Buyer income,
- ✓ Price of related or complementary goods (for example, accommodation price)

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<sup>1</sup> The value of species rarity in biodiversity recreation: A birdwatching example  
<https://www.sciencedirect.com/science/article/abs/pii/S0006320711000796>

- ✓ Consumer preference - refers to public opinion, social precedent and desires. For example, if celebrities or influencers have been recently in the region, then it might become a very fashionable place to visit.
- ✓ Consumer expectations - refer to the predictions that people make about the value that a good or service may have in the future.

In the field of marketing, customer demand refers to the desire for a specific product that can be satisfied by the buying power of the consumer.

- **Polyvalence**

Tourist resources can be multifunctional - in order to include them in different tourist packages. To assess the polyvalence of the resource, we have to check how a selected resource collaborates with other tourist elements at the destination.

For example, a cave can be of interest to speleologists, but also to scientists who study troglobionts, or bats, or any amphibians and reptiles. The cave is also a site of interest for archaeologists and historians, geologists, alpine and rock climbers, singers for attractive concerts, film-makers, or just for regular tourists who appreciate the natural forms of relief, stalactites, stalagmites, rocks and darkness. So, a cave as an element of the natural resources could become part of different tourist packages, targeting people with different tourist interests.

While designing a tourist product the experts should view the different sides of each tourist element, check the variable possibilities, and have in mind how the resource will be used but at the same time not damaged by too many visitors.

**EXERCISE: Work in groups of 3-4. Choose 2 from the elements/resources identified in Module 1, and fill out the table assessing them according to the criteria:**

Resource	How many ideas for different tourism offers one can propose	Is this resource of interest to different target groups
	Can the resource be used all year round	Is the resource of interest to children and families
	Is it attractive to groups with special interests	Is the resource of interest to teenagers
	Can the resource be part of mass tourist product	Is the resource of interest to school groups, etc.

**Report and discuss the results of the groups.**



- **Accessibility**

Accessibility has to do with the possibility for various groups of tourists to reach a certain tourist resource/ element. Accessibility depends on the geographical situation of the tourist resource: is it in the city, or in the countryside; how far it is from the main roads; is it in the mountains or in the lowlands; is it near an airport; do tourists need a visa to visit the place; can one walk easily or the terrain is steep and difficult; is the area calm and safe; is it necessary for tourists/visitors to have any vaccines for going to visit the place.

For example, if a local history museum is situated at the town square or in the main street it is obviously more accessible than a specialized museum in a university or a scientific institution. A beautiful mountain hut with a nearby chairlift is more accessible than another one which can be reached after 3 hours walking up the hill.

Some places with small cobbled streets are beautiful, but not accessible for people with disabilities or wheelchairs. It is very important to develop assets for equality and rights of travellers.

**BRAINSTORMING WITHIN THE WHOLE GROUP: Assess some of the elements/ resources from the aspect of Accessibility.**

<b>Access:</b> How to reach the place where the resource is situated?	by plane	How long is the flight? Is the flight direct or with stops?
	by public transport	Train, bus, shuttle
	by car - individually	What is the quality of the roads?
	on foot	How long is the walk? Steps, trail, alley? Is there a rest area?
<b>Terrain</b>	easy	heavy
Walking distance from the last parking	short	up to 500 m
	medium	1-3 km
	long	over 3 km

Possibility for disabled people	Wheelchair alley/ trail Special parking	How far from the parking? Disabled WC?
	Lift	

### • Ownership

The ownership of a tourist resource significantly impacts its accessibility and development for tourism. Different types of ownership could be: local municipality, institution, private, national, etc.:

- ✓ **Municipality Ownership:** When a tourist resource, such as a cave, is owned by the local municipality, it is typically easier to open it for tourism. Local municipalities are often motivated to promote tourism to boost the regional economy. They are likely to invest in infrastructure, safety measures, and marketing to attract visitors, ensuring that the area is well-maintained and accessible.
- ✓ **Private Ownership:** If the tourist resource is privately owned, the owner's motivations and responsibilities play a crucial role. A private owner may be inclined to open the site for tourism to generate income through entrance fees or guided tours. However, the owner also bears the responsibility for maintenance and visitor safety. This includes addressing potential hazards (such as falling rocks in the area) and ensuring the area meets safety regulations.
- ✓ **National Ownership:** Tourist resources owned by the national government may face more complex procedures for development into tourist attractions. These resources often have stringent regulations and bureaucratic processes to navigate. While this can ensure the preservation and protection of the site, it may delay or complicate the process of making the area accessible to tourists.

Understanding the ownership criteria is essential for developing effective tourism strategies and ensuring the sustainable management of tourist resources.

## Unit 2.2 Rural tourism sustainability: environmental, cultural, social, and economic criteria

This unit will delve into more detailed aspects very much related to the specific site and specific aspects with a view to the viability of its use in the medium and long term and the sustainability criteria. When prioritizing, the following factors will be considered:

- **Priority at conservation level – environmental criteria**

Each type of tourism more or less has an impact on the environment, but sustainable tourism seeks to prevent or at least reduce the negative impact.

Responsible and sustainable tourism is an alternative to social and economic decline and prioritizes the attitude towards nature, traditions and interests of local communities. The main focus of this kind of trip is the contact with the conserved natural environment, with the biodiversity, the preserved forests, lakes, rivers, flora and fauna, the air and the landscape as a whole. We might say that well preserved nature is a necessity for running successful rural tourism, but is also respected and demanded by rural tourism consumers. At the same time, it correlates with the quality of life of the local community.

So, if a village or a region wants to be attractive to tourists, in their strategy they should put conservation at priority level.

- **Authenticity and relation to local culture**

Authenticity is the quality of being genuine or real. The word implies the state of something being original or legitimate and true. An authentic tourist resource means it is actually and exactly what it is claimed to be. For example, a unique document in a museum is authentic if one can show proof of its origin, author, etc. This can be verified by testing its physical and formal characteristics. The ink used to write a document must be contemporaneous with the document's date. The style and language of the document must be consistent with other, related documents that are accepted as authentic from the same period, etc.

This criterion also addresses issues of cultural heritage site protection, cultural heritage promotion and awareness, respect, and cultural exchange. Local folklore, legends, stories, clothes, language, and cuisine are among the most popular tourist product elements demanded strongly by tourists from the local country and abroad. Well-preserved and smartly presented, they can be the basis of a sustainable tourism strategy of a destination and a major object of attraction for a group of experiential tourists.

- **Involvement of local people and tourists**

One really noteworthy requirement for every tourist area is to be socially sustainable. Towards that goal it is advisable for its elements or products to be identified by the local community, maintained by the community, and to work to the benefit of the community. Meetings and discussions with elderly people, farmers, young people, local activists, administrations, and even expatriates who spent their childhood in the area can facilitate restoration of old and valuable sites, traditions, recipes and also, the discovery or creation of new ones. Well-structured and moderated forums can serve to motivate the involvement of local community not only in identifying but also in later socialization, combination, promotion and even, maintenance of the touristic elements. The inhabitants of a village could be a real asset for the wholesome image of the area. Their positive attitude, knowledge, and hospitality are as important as the rarity of a bird species or the attractiveness of a waterfall. Reciprocally, a grumpy, unfriendly community might ruin the stay of the tourists and darken their whole experience within the destination. That is why, involving representatives of the whole community at a really early stage of the development of a tourist destination and all along the process is a key to a better social and cultural offer.

On the other hand, the tourists and visitors should also have a say in the establishment, management, and the marketing of territory. Having them feel a part of the experience – not only a consumer, contributes to their positive attitude to the destination. This could be done by involving them in simple activities like storytelling or fact – finding about the village or a meeting with the local codger, but also in something more engaging like replacing info boards or even cleaning a tourist site while visiting it. Other, more traditional approaches include surveys and evaluation for getting proper feedback regarding the products and services offered within the destination.

- **Financial viability: profit – and – loss analysis, maintenance**

At its core, Financial Viability represents the ability of an entity to sustain itself economically over the long term. Nurturing financial viability requires diligence, but the long-term gains are substantial.

A Profit and Loss (P&L) statement is a snapshot of one's business's finances showing income, expenses, and profits over a specified period. It's a critical tool for assessing and understanding one's company's financial health. It provides a summary of a firm's revenues, expenses, and ultimately, the profits or losses generated. Gaining the ability to analyze and understand P&L statements can greatly contribute to making informed decisions regarding the overall health and growth of a business.

The inclusion of the natural and cultural tourist resources in the process of creation of a tourist product, service of tourists, in its implementation and consumption is carried out through their absorption and use. In short - the tourist resources are used in the process of tourist consumption. In this case we say that the resources are commercialized which reflects their conversion into elements of a specific product with a consumer value and price.

### **EXERCISE: Brainstorm in the whole group**

Give examples of sustainable and non-sustainable use of natural and cultural resources you have seen/ you are familiar with. Justify your examples. How can non-sustainable use be transformed into sustainable?

- **Relationship with brands or types of tourism related to the area.**

Every area has its own specifics - mountains, rock formations, wetland, river banks, beaches, forests, dry climate, mineral waters, cultural sites, traditions, local cuisine, etc. The combination of all these specific elements forms the types of tourism that could be developed and practiced in the destination. The combination of resources like mountain, snowy winter, ski runs and well-trained ski instructors could form a skiing destination and potential for developing winter tourism in the area. The combination of forests, different tree varieties, meadows, rich game varieties and cozy guest houses has potential for developing hunting tourism. If an area is popular mainly for summer tourism /sea, sand, sun/ its potential could be diversified and enriched by the cultural elements for the free time of visitors, or with nearby mineral springs for SPA procedures and that can turn the summer destination into a four-season destination.

Events are another example: as an element of yearly calendar in certain areas different cultural or sport events create possibilities to prolong the tourist season in a destination - concerts, culinary festivals, degustation, folklore festivities, sport competitions, etc. organized out of the main / high season will attract additional visitors and tourist. Cultural events like festivals, traditional local or church holidays, harvesting of olives or grapes with tasting of fresh local products could attract visitors and tourists to rural areas for long weekends and even for special work-and-travel vacations.

Travel agencies specializing in rural and experiential tourism have to be attracted for study tours in the area to present the potential resources and tourist products developed by local entrepreneurs.



- **Employment potential**

Employment potential in sustainable rural tourism is the ability of tourism resources to create jobs in rural areas, while promoting environmental stewardship, cultural and natural preservation and community well-being.

Sustainable rural tourism has a significant capacity to generate diverse employment opportunities. This includes direct jobs in administration, tour guiding, event management as well as indirect jobs in sectors such as agriculture, farming, crafts and transportation. The focus is on creating stable and long-term employment rather than seasonal or temporary positions.

### **EXERCISE:**

Split into groups of 3.

Choose 2-3 of the identified elements/ resources of the area.

Discuss in the groups on the advantages and disadvantages of these resources being interpreted as a part of a tourist product with a view to their sustainability.

Use flipcharts to present your results. Report on the group findings.

## **Summary of key points**

Before including it into a package or a tourist offer, each of the elements of the natural and cultural heritage has to be carefully assessed according to several criteria:

- ✓ Temporality
- ✓ Rarity
- ✓ Demand from customers
- ✓ Polyvalence
- ✓ Accessibility
- ✓ Ownership

To ensure sustainability of a tourist destination, the elements of the tourist offer of an area shall respond to the four pillars of sustainability: cultural, environmental, social, and economic. The following (non - exhaustive) list of criteria can be applied for the evaluation of the products:

- ✓ Priority at conservation level
- ✓ Authenticity and relation to local culture
- ✓ Involvement of local people and tourists

- ✓ Financial viability
- ✓ Relationship with brands or types of tourism related to the area
- ✓ Employment potential

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Svetla Rakadzhiyska, Stoyan Marinov: Tourism Markets, Advertising and Public Relations

The Treasures of the Thracians - A Catalog of an Exhibition, Regional History Museum-Varna and National History Museum-Sofia

## Useful links

Title	Short description	Link
Authenticity	Explanation of the notion	<a href="https://dictionary.cambridge.org/dictionary/english/authenticity">https://dictionary.cambridge.org/dictionary/english/authenticity</a>
Authenticity	Explanation of the context	<a href="https://plato.stanford.edu/entries/authenticity/">https://plato.stanford.edu/entries/authenticity/</a>

## Field activity

<b>Title</b>	<b>Local heritage assessment involving the local community</b>
<b>Objective</b>	The participants experience discussing elements of the rural heritage with representatives of the local community
<b>Position in the module</b>	Before the end of Unit 2.2., a field exercise and a reflection on the findings
<b>Time</b>	One hour 30 minutes, including presentation of results
<b>Setting</b>	Within the nearby community places - the pensioners' club, the shop, the cultural centre, a guesthouse, etc. It is recommended that the exercise goes out of the specific village and further to the broader area and the existing tourist attractions.
<b>Required materials</b>	A notebook and a couple of questions prepared in advance.
<b>Instructions to learners</b>	<p>First, prepare a set of questions to try to discuss with local people and tourists the (potential) touristic resources in the region - do this in groups of two (three).</p> <p>Second, in the same groups, visit a public place to find local community representatives or some guesthouses/ attractions to find some tourists.</p> <p>Third step: ask some of the questions and make notes.</p>

	<p>After interviewing 3 people (for every group), come back to the classroom and report your results. Compare with the other participants and reflect on the findings.</p> <p>The result should be a list of touristic elements/ objects prioritized according to their approval by the local people and the tourists.</p>
<b>Procedure of implementation</b>	The trainer supports the learners in the formulation of the questions. Then he/ she gives directions, if necessary, where the learners can go and find respondents. After coming back, the trainer moderates the discussion of the results.
<b>Follow-up session (in-class)</b>	Described above
<b>Debriefing session (in-class)</b>	<ul style="list-style-type: none"> <li>• How did the local people react to your questions?</li> <li>• How did the tourists react to your questions?</li> <li>• Are there matches between the replies of the local community and the tourists?</li> <li>• Do the local people envisage the local resources as potential touristic sites?</li> </ul>
<b>Assessment criteria</b>	<ul style="list-style-type: none"> <li>• Relevance and coherence of the questions</li> <li>• Number of tourist objects defined by more than 3 respondents</li> <li>• Level of local community involvement experienced by the learners (number of replies)</li> </ul>

## Timeframe of Module 2

<b>Module 2: Assessment and preliminary selection of territorial resources</b>	<b>Time</b>
<b>Unit 2.1: Criteria for analysis and selection of resources</b>	<b>1 hr 30 min</b>
Introduction and presentation of the topics Temporality, Rarity, Demand, and Polyvalence	40 min
Exercise on Polyvalence	20 min
Presentation of Accessibility	10 min
Group brainstorming on Accessibility	10 min
Presentation of Ownership	10 min
<b>Unit 2.2: Rural Tourism Sustainability</b>	<b>1 h 40 min</b>
Presentation on the four pillars of sustainability: environmental, cultural, social, and financial	40 min
Brainstorming exercise	20 min
Presentation on relationship with brands/ types in the area	10 min
Exercise in groups (followed by reporting and discussion)	30 min
<b>Field activity</b>	<b>1 h 30 min</b>
<b>Reflections from the session and closing</b>	<b>20 min.</b>
<b>Total:</b>	<b>5 hours</b>

## MODULE 3. IDENTIFICATION AND ANALYSIS OF TERRITORIAL SERVICES ASSOCIATED WITH TOURISM

### Learning Outcomes

<b>Knowledge</b>	<ul style="list-style-type: none"> <li>● Understanding of Basic Services: <ul style="list-style-type: none"> <li>○ Comprehend the fundamental services that form the foundation of the tourism value chain, including accommodation, transportation, and food services.</li> <li>○ Recognize the importance of these basic services in ensuring a seamless tourism experience.</li> </ul> </li> <li>● Identification of Specific Services: <ul style="list-style-type: none"> <li>○ Identify specific services that add significant value to the tourism experience, such as cultural tours, adventure activities, and wellness services.</li> <li>○ Understand how these services differentiate a tourism destination and enhance its appeal.</li> </ul> </li> <li>● Role of Territorial Services: <ul style="list-style-type: none"> <li>○ Gain insight into the role of territorial services in the context of tourism and how they contribute to the economic and social development of a region.</li> <li>○ Understand the interconnection between territorial services and sustainable tourism practices.</li> </ul> </li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>● Analytical Skills: <ul style="list-style-type: none"> <li>○ Develop the ability to analyze and assess the quality and effectiveness of both basic and specific tourism services.</li> <li>○ Apply analytical tools and techniques to evaluate how these services meet the needs and expectations of tourists.</li> </ul> </li> <li>● Strategic Planning: <ul style="list-style-type: none"> <li>○ Learn to strategically plan the integration of various services to enhance the overall tourism offering.</li> </ul> </li> </ul>



	<ul style="list-style-type: none"> <li>○ Utilize skills in identifying gaps in current services and proposing improvements or additions.</li> <li>● Problem-Solving: <ul style="list-style-type: none"> <li>○ Cultivate problem-solving skills to address challenges related to the provision of tourism services.</li> <li>○ Develop innovative solutions to enhance service delivery and improve the tourist experience.</li> </ul> </li> </ul>
<b>Attitudes</b>	<ul style="list-style-type: none"> <li>● Appreciation for Service Quality: <ul style="list-style-type: none"> <li>○ Foster a deep appreciation for the importance of high-quality services in the tourism industry.</li> <li>○ Cultivate a commitment to continuous improvement in service provision.</li> </ul> </li> <li>● Proactive Approach: <ul style="list-style-type: none"> <li>○ Encourage a proactive approach to identifying opportunities for enhancing territorial services.</li> <li>○ Develop an attitude of responsiveness to changing tourist needs and preferences.</li> </ul> </li> <li>● Sustainable Mindset: <ul style="list-style-type: none"> <li>○ Embrace a mindset that values sustainable and responsible tourism practices.</li> <li>○ Promote the importance of preserving cultural and natural resources through conscientious service management.</li> </ul> </li> </ul>

## Introduction

Module 3, "Identification and Analysis of Territorial Services Associated with Tourism," plays a pivotal role in the INHERIT course by examining the essential services that support and enhance tourism activities. This module is designed to provide a comprehensive understanding of the various services integral to the tourism value chain, ensuring that learners can identify and analyze these services to improve overall tourist experiences.

In the tourism sector, it is crucial to distinguish between "products" and "services" to create a holistic experience for tourists:

- **Tourism Product:** A tourism product is an integrated package that combines various elements (both tangible and intangible) to create an overall tourist experience. This could include activities, attractions, accommodations, and services designed to meet tourists' expectations. For instance, a "Cultural Heritage Tour Package" may consist of guided city tours, museum visits, traditional meal tastings, and accommodation. This entire package is what we define as a *tourism product*, which brings together several components to offer a complete experience.
- **Tourism Service:** A tourism service refers to the individual components that form part of the tourism value chain. These are standalone provisions that tourists utilize during their experience. Examples of services include hotel accommodations, transportation (such as airport transfers), restaurant dining, guided tours, and wellness treatments. For example, a hotel stay within the "Cultural Heritage Tour Package" is a *service* that supports the overall tourism product.

**Example in Context:** Consider a "Wine Tasting Weekend Getaway." The **product** is the full weekend experience, including vineyard tours, wine tasting sessions, gourmet meals, accommodation in a countryside villa, and transport between the venues. The **services** within this product include:

- Accommodation in the villa
- Wine tasting sessions with a sommelier
- Meals provided by a local restaurant
- Transport services for moving between vineyards

In this way, products are seen as combinations of various services designed to offer an engaging experience.

The module is divided into two units: **Unit 3.1 Basic Services in the Tourism Value Chain** and **Unit 3.2 Specific Services that Bring Added Value**. In Unit 3.1, learners will explore foundational services such as accommodation, transportation, and food and beverage, which are crucial for the seamless operation of tourism activities. Unit 3.2 focuses on specialized services that add significant value, such as cultural tours, adventure activities, wellness services, and ecotourism initiatives, which differentiate a destination and enhance its appeal.

By the end of this module, learners will have the skills to assess and improve the quality of both basic and specific services, fostering a more attractive and sustainable tourism environment. This module is essential in equipping learners with the knowledge needed to enhance the overall tourism offering, directly contributing to the success and sustainability of tourism destinations.

## Unit 3.1 Basic services in the tourism value chain

Tourism relies on a range of basic services to ensure traveler satisfaction. These include accommodation, transportation, food and beverage services, and information and communication. These services are fundamental to the success of tourism destinations.

### Categories of Basic Services

#### 1. Accommodation:

- **Types:** Hotels, hostels, resorts, vacation rentals.
- **Factors Influencing Choice:** Location, price, amenities.
- **Standards and Regulations:** Adherence to safety, cleanliness, and quality standards; importance of certifications.

#### 2. Transportation:

- **Modes:** Air, rail, road, and water transport.
- **Importance of Connectivity:** Easy access and integration of transport modes.
- **Service Impact:** Reliability, frequency, comfort, safety.

#### 3. Food and Beverage Services:

- **Types of Establishments:** Restaurants, cafes, bars, street food.

- **Food Safety and Hygiene:** Compliance with health regulations.
- **Role of Local Cuisine:** Enhancing cultural experience and promoting local food traditions.

#### 4. Information and Communication:

- **Tourist Information Centres:** Providing essential information.
- **Digital Communication:** Websites, apps, accurate information.
- **Multilingual Support:** Catering to international tourists.

### Service Quality and Standards

- **Maintaining High Standards:** Consistency in service delivery and staff training.
- **Key Performance Indicators (KPIs):** Customer satisfaction, service delivery times, complaint resolution.
- **Customer Feedback:** Collecting and using feedback to improve services.

### Challenges in Providing Basic Services

- **Common Challenges:** Seasonality, resource limitations, infrastructure needs.
- **Strategies to Overcome:** Diversification, partnerships, investment.
- **Role of Government and Private Sector:** Supporting development and ensuring quality.

### Sustainability in Basic Services

- **Practices:** Energy efficiency, waste management, local sourcing.
- **Best Practices:** Eco-friendly accommodations and transportation.

### Future Trends

- **Emerging Trends:** Smart tourism, personalization, wellness tourism.
- **Impact of Technology:** Online booking, smart transportation systems.
- **Predictions:** Increased sustainability and integration of AI and IoT in service delivery.

## Unit 3.2 Specific services that bring added value

Specific services in tourism go beyond the basic needs and add significant value to the tourist experience. These services differentiate a destination and enhance its

attractiveness by offering unique and memorable experiences. This unit explores various specific services that contribute to the overall appeal of a tourism destination.

### Categories of Specific Services

- **Accommodation:**
  - Sustainability certifications: Biosphere, EMAS, ...
  - Special services: child playgrounds, pets' admission, e-bike's offer, ...
- **Transportation:**
  - Adapt to families with children, elders, people with special needs, ...
- **Food and Beverage Services:**
  - Include information about allergies, ...
  - Slow food or organic ingredients, ...
- **Information and Communication:**
  - Use of material -web, flyers, etc.- in different languages
  - Design adapted to different public limitations: visual, auditive

These specific **services** are designed to enhance the tourist experience, adding value to the destination while promoting cultural, recreational, health, culinary, and sustainable aspects of tourism.

### Service Quality and Standards

- **Enhancing Customer Experience:**
  - Importance of delivering high-quality, unique experiences.
  - Personalization and customization of services to meet individual preferences.
- **Key Performance Indicators (KPIs):**
  - Measuring the impact of specific services on tourist satisfaction.
  - Evaluating the repeat visit rate and word-of-mouth recommendations.
- **Customer Feedback:**
  - Collecting and analyzing feedback to continuously improve services.
  - Implementing feedback-driven changes to enhance the experience.

### Case Studies

- **Destination with Unique Services:**
  - Analysis: How specific services like bungee jumping and skydiving attract thrill-seekers.

- Lessons Learned: Importance of safety standards and professional training.
- **Successful Implementation of Value-Added Services:**
  - Example: Tuscany's wine tourism.
  - Analysis: Integration of wine tasting, vineyard tours, and culinary experiences.
  - Lessons Learned: Combining local culture with tourism services to create unique offerings.

### Challenges in Providing Specific Services

- **Common Challenges:**
  - **Resource Management:** Balancing resources to offer high-quality services.
  - **Market Demand:** Adapting to changing tourist preferences and trends.
  - **Regulations:** Navigating legal and regulatory requirements for specialized services.
- **Strategies to Overcome Challenges:**
  - **Innovation:** Continuously developing new and exciting services.
  - **Partnerships:** Collaborating with local businesses and experts.
  - **Training and Development:** Investing in staff training to enhance service delivery.
- **Role of Government and Private Sector:**
  - Providing support and incentives for the development of specific services.
  - Encouraging innovation and quality through funding and regulations.

### Sustainability in Specific Services

- **Sustainability Practices:**
  - Incorporating sustainable practices in service delivery.
  - Educating tourists on the importance of sustainability.

### Future Trends

- **Emerging Trends:**
  - Increasing demand for personalized and immersive experiences.
  - Growth in wellness and health-focused tourism services.
  - Rise of digital and virtual tourism experiences.
- **Impact of Technology:**
  - Use of VR and AR to enhance tourist experiences.



- Online platforms for booking and customizing specific services.
- **Predictions:**
  - Greater emphasis on sustainability and eco-friendly services.
  - Integration of AI and data analytics to personalize services.

## Summary of key points

### Basic Services in Tourism:

- Accommodation: Variety of options including hotels, hostels, resorts, and vacation rentals.
- Transportation: Efficient modes such as air, rail, road, and water transport ensuring connectivity.
- Food and Beverage: High standards in food safety and hygiene, emphasis on local cuisine.
- Information and Communication: Availability of tourist information centres, digital platforms, and multilingual support.

### Specific Services Adding Value:

- Cultural and Heritage Services: Prominent in Europe with rich history, museums, and cultural festivals (e.g., Oktoberfest in Germany, La Tomatina in Spain).
- Adventure and Recreational Services: Diverse activities including skiing in the Alps, hiking in the Pyrenees, and water sports in the Mediterranean.
- Health and Wellness Services: Renowned spas and wellness retreats, medical tourism hubs in countries like Hungary and the Czech Republic.
- Gastronomy and Culinary Services: Food tours, wine tasting in regions like Tuscany and Bordeaux, cooking classes highlighting European cuisine.
- Ecotourism and Sustainable Services: Eco-friendly accommodations, community-based tourism initiatives, and conservation tours.

### Service Quality and Standards:

- Importance of maintaining high standards and collecting customer feedback.
- Use of Key Performance Indicators (KPIs) to measure service impact and customer satisfaction.

### Challenges and Strategies:

- Addressing seasonality, resource limitations, and regulatory requirements.

- Emphasis on innovation, partnerships, and training to enhance service quality.

### Sustainability in Tourism:

- Integration of sustainable practices in service delivery.
- Promotion of eco-friendly and community-based tourism.

### Future Trends:

- Growing demand for personalized and immersive experiences.
- Technological advancements enhancing tourist services (e.g., VR, AR, AI).
- Increasing focus on health, wellness, and sustainable tourism practices.

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## Useful links

Title	Short description	Link
Sustainable Tourism: Growth for Europe	A comprehensive overview of sustainable tourism practices and policies within Europe. This resource provides insights into how Europe is managing tourism growth sustainably.	<a href="https://single-market-economy.ec.europa.eu/sectors/tourism_en">https://single-market-economy.ec.europa.eu/sectors/tourism_en</a>
OECD Tourism Trends and Policies 2022	An in-depth analysis of tourism trends and policies in OECD countries, focusing on the latest developments and future prospects in the tourism sector.	<a href="https://www.oecd.org/en/publications/2022/11/oecd-tourism-trends-and-policies-2022_71dc1773.html">https://www.oecd.org/en/publications/2022/11/oecd-tourism-trends-and-policies-2022_71dc1773.html</a>
Sustainable Tourism Practices - YouTube Video	An informative YouTube video that discusses various sustainable tourism practices implemented across different destinations, with case studies and practical examples.	<a href="https://www.youtube.com/watch?v=W-NfkUwUu9o">https://www.youtube.com/watch?v=W-NfkUwUu9o</a>

## Field activities

Title	<b>Tourism Services Assessment</b>
<b>Objective</b>	To evaluate the range and quality of basic and specific tourism services in a local area, understand their role in the overall tourist experience, and identify potential areas for enhancement.
<b>Position in the module</b>	Embedded within Unit 3.1 (Basic Services) and Unit 3.2 (Specific Services) after discussing the role and impact of services in tourism.
<b>Time</b>	<p><b>Introduction to the Site: 30 min</b></p> <p>The introduction is held indoors. This theoretical part will take place in a classroom or workshop setting where learners will receive a briefing on the field activity. This includes explaining the use of the evaluation checklist, what aspects of the services to observe, and how to interact with service providers and tourists. Learners will also be guided on how to document their observations effectively.</p> <p>The visit will be to a popular local tourist destination, such as, heritage site, nature park, or any area that offers a variety of tourism-related services. The proposal is to evaluate both basic services (like transport facilities, accommodation, restaurants) and specific services (such as guided tours or eco-friendly activities) to assess their quality and contribution to the tourist experience. The selected site should offer diverse tourism infrastructure, allowing a comprehensive evaluation of various services.</p> <p><b>Evaluation and Data Collection: 1 hour</b></p> <p>Learners will evaluate a range of tourism services, divided into two main categories:</p> <ul style="list-style-type: none"> <li>• <b>Basic Services:</b> This includes transport facilities (e.g., bus stations, taxi services), accommodation (hotels, inns), restaurants, and tourist information centers.</li> <li>• <b>Specific Services:</b> These are specialized services that enhance the tourist experience, such as guided tours,</li> </ul>

	<p>adventure activities, eco-friendly accommodations, and cultural experiences.</p> <p>The elements to be evaluated include service quality, accessibility, cleanliness, customer service, sustainability practices, and how these services contribute to the overall tourist experience.</p> <p>Conducting these practical exercises is highly beneficial for learners, as they allow for hands-on, real-world experience in evaluating tourism services. By visiting service providers directly, learners can observe service delivery, interact with staff and tourists, and gather insights into the strengths and areas for improvement of each service. These practical exercises bridge the gap between theoretical knowledge and practical application, helping learners develop a deeper understanding of how services contribute to the overall tourist experience and identify actionable areas for enhancement.</p> <p><b>Return and Initial Discussion: 30 min</b></p> <p>The objective of the initial discussion after returning from the site is to provide learners with an opportunity to reflect on their experiences and share their observations. This debriefing session helps learners process their findings and highlights key aspects of service quality, customer experience, and sustainability. The trainer will guide the learners in organizing their data and insights, which will form the foundation for more detailed analysis in the follow-up session.</p>
<b>Setting</b>	A popular tourist destination, such as a city centre, nature park, or heritage town, with various services (e.g., accommodation, transport facilities, restaurants, information centres, and tourist activities).
<b>Required materials</b>	<ul style="list-style-type: none"> <li>• Evaluation checklist (provided by the trainer)</li> <li>• Notebooks and pens</li> <li>• Cameras or smartphones for documentation</li> <li>• Access to service information (maps, brochures, apps)</li> </ul>
<b>Instructions to learners</b>	<b>Preparation:</b>

	<ul style="list-style-type: none"> <li>• Review the evaluation checklist and familiarize yourself with the types of services you will assess (e.g., transport, accommodation, food and beverage, tour services).</li> <li>• Conduct brief online research on the destination to understand the services it offers.</li> </ul> <p><b>On-Site Assessment:</b></p> <ul style="list-style-type: none"> <li>• Visit different service providers (hotels, restaurants, tourist information centres, transport hubs) to evaluate aspects such as accessibility, customer service, cleanliness, and the quality of offerings.</li> <li>• Observe how specific services (e.g., guided tours, eco-friendly accommodations) contribute to the overall tourist experience.</li> <li>• Note details about service quality, standards maintained, staff behaviour, and any sustainability practices in place.</li> </ul> <p><b>Interaction:</b></p> <ul style="list-style-type: none"> <li>• If possible, engage with service providers (e.g., hotel staff, guides, restaurant workers) to gain insights into their roles and how they contribute to tourism in the area.</li> <li>• Interact with other tourists to gather feedback on their experience of the services.</li> </ul> <p><b>Data Collection:</b></p> <ul style="list-style-type: none"> <li>• Collect any available informational materials, such as brochures, maps, or menus.</li> <li>• Take photographs of the services and facilities for documentation purposes.</li> </ul>
<b>Procedure of implementation</b>	<p><b>Trainer Support:</b></p> <ul style="list-style-type: none"> <li>• Provide an overview of how to use the evaluation checklist and what to observe.</li> <li>• Facilitate transportation to and from the site.</li> <li>• Be available on-site to answer questions and provide guidance.</li> </ul>



<b>Follow-up session (in-class)</b>	<p><b>Data Analysis:</b></p> <ul style="list-style-type: none"> <li>Organize the collected data into categories (e.g., accommodation, food and beverage, transport).</li> <li>Identify common themes, strengths, and weaknesses observed during the assessment.</li> <li>Discuss how the findings relate to the concepts of basic and specific services in tourism.</li> </ul> <p><b>Template:</b></p> <ul style="list-style-type: none"> <li>Use a provided template to compile a structured report detailing the strengths, weaknesses, and recommendations for each service category assessed.</li> </ul>
<b>Debriefing session (in-class)</b>	<p><b>Reflection Questions:</b></p> <ul style="list-style-type: none"> <li>What were the most effective services in enhancing the tourist experience, and why?</li> <li>Which services need improvement, and how could they be enhanced?</li> <li>How do these services contribute to the destination's overall tourism product?</li> </ul>
<b>Assessment criteria</b>	<p><b>Assessment Criteria:</b></p> <ul style="list-style-type: none"> <li>Quality and completeness of the assessment report.</li> <li>Ability to identify and analyze key aspects of both basic and specific services.</li> <li>Clarity in presenting findings and recommendations.</li> <li>Participation and engagement during the field activity and follow-up discussions.</li> </ul>

## Timeframe of Module 3

Module 3: identification and analysis of territorial services associated with tourism	Time
Unit 3.1: Basic Services in the Tourism Value Chain	1 h

<b>Unit 3.2: Specific Services that Bring Added Value</b>	<b>1 h</b>
<b>Field activity:</b>	<b>2 h</b>
<ul style="list-style-type: none"> <li>• Introduction to the site</li> </ul>	30 min
<ul style="list-style-type: none"> <li>• Evaluation and data collection</li> </ul>	1 h
<ul style="list-style-type: none"> <li>• Return and initial discussion</li> </ul>	30 min
<b>Total:</b>	<b>4 hours</b>

## MODULE 4. ANALYSIS OF CUSTOMER PROFILES FOR A TOURISM OFFER

### Learning Outcomes

<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Understand the fundamental components that constitute a customer profile, including demographic, geographic, psychographic, and behavioral attributes.</li> <li>• Comprehend various data collection methods and tools used in customer analysis, such as surveys, CRM systems, and analytics platforms.</li> <li>• Recognize different approaches to customer analysis, including segmentation, persona development, and customer journey mapping.</li> <li>• Gain insights into the role of customer profiling in developing and promoting experiential tourism products based on local heritage.</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Develop accurate customer profiles by collecting and analyzing relevant data from multiple sources.</li> <li>• Apply segmentation techniques to categorize customers into distinct groups with common characteristics.</li> <li>• Create detailed customer personas to guide product development and marketing strategies.</li> <li>• Utilize tools such as CRM systems and analytics platforms to manage and interpret customer data effectively.</li> <li>• Conduct customer journey mapping to visualize and enhance the customer experience from initial contact to post-purchase.</li> </ul>
<b>Attitudes</b>	<ul style="list-style-type: none"> <li>• Appreciate the importance of understanding customer needs and preferences in creating successful tourism offers.</li> <li>• Foster a customer-centric mindset, prioritizing the creation of personalized and meaningful experiences for different market segments.</li> </ul>

	<ul style="list-style-type: none"> <li>• Embrace the use of digital tools and technologies to augment heritage-based tourism products and enhance customer engagement.</li> <li>• Commit to continuous learning and adaptation based on customer feedback and market trends to improve tourism offerings.</li> <li>• Value collaboration with local communities and stakeholders to authentically represent and promote local heritage through tourism.</li> </ul>
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## Introduction

The "Analysis of Customer Profiles for a Tourism Offer" module is an integral part of the INHERIT course, designed to equip micro and small tourism enterprises and aspiring entrepreneurs in rural areas with the knowledge and skills necessary to develop and promote experiential tourism products. This module delves into understanding customer profiles, an essential aspect for creating tailored tourism experiences that resonate with diverse market segments. By leveraging local heritage and augmenting it with digital tools, businesses can enhance their offerings and appeal to a broader audience. This module provides foundational insights into identifying and analyzing customer needs and preferences, laying the groundwork for successful heritage-based tourism products.

## Unit 4.1 What makes a customer profile

A customer profile is a comprehensive description of a typical customer within a specific market segment. It encompasses various demographic, geographic, psychographic, and behavioural attributes that define a target audience. Developing accurate customer profiles helps businesses understand their customers' needs, preferences, and purchasing behaviours, enabling them to tailor their products and marketing strategies effectively.

### Key Components of a Customer Profile:

#### 1. Demographic Information:

- Age: Different age groups have varying interests and spending habits.

- Gender: Understanding gender preferences can influence product offerings and marketing approaches.
- Income Level: Income affects purchasing power and types of products/services sought.
- Education: Educational background can influence interests and information consumption.

## **2. Geographic Information:**

- Location: Customers' residence can determine accessibility to the tourism destination.
- Climate and Seasonality: Preferences may vary based on climate and seasonal factors.

## **3. Psychographic Information:**

- Lifestyle: Activities, interests, and opinions that shape customer preferences.
- Values and Beliefs: Deep-rooted values and cultural aspects that influence decision-making.
- Personality Traits: Characteristics that affect how customers perceive and interact with products.

## **4. Behavioural Information:**

- Spending Habits: Frequency and amount of spending on tourism products.
- Brand Loyalty: Likelihood of repeat purchases and brand advocacy.
- Travel Preferences: Preferred types of travel experiences, such as adventure, relaxation, or cultural immersion.

## **Creating Customer Profiles:**

### **5. Data Collection Methods:**

- Surveys and questionnaires
- Interviews and focus groups
- Social media and online behaviour analysis

### **6. Data Analysis:**

- Segmenting the market based on collected data
- Identifying patterns and commonalities within segments
- Developing detailed profiles for each segment

## Unit 4.2 Approaches and tools for customer analysis

Effective customer analysis requires a strategic approach and the use of various tools to gather and interpret data. This unit explores different methodologies and technologies that can aid in understanding customer profiles in-depth.

### Approaches to Customer Analysis:

#### 1. Segmentation Analysis:

- Dividing the market into distinct groups with common characteristics.
- Tailoring marketing strategies to each segment.

#### 2. Persona Development:

- Creating detailed personas that represent typical customers within each segment.
- Using personas to guide product development and marketing efforts.

#### 3. Customer Journey Mapping:

- Visualizing the customer's experience from initial awareness to post-purchase.
- Identifying touchpoints and potential areas for improvement.

#### 4. SWOT Analysis:

- Assessing strengths, weaknesses, opportunities, and threats related to customer preferences.
- Informing strategic planning and decision-making.

### Tools for Customer Analysis:

#### 1. Customer Relationship Management (CRM) Systems:

- Storing and managing customer data.
- Analyzing customer interactions and feedback.

#### 2. Analytics Platforms:

- Tracking online behaviour and engagement.
- Providing insights into customer preferences and trends.

#### 3. Survey and Feedback Tools:

- Collecting direct input from customers.
- Gauging satisfaction and identifying areas for enhancement.

#### 4. Social Media Monitoring Tools:

- Analyzing social media activity and sentiment.
- Understanding customer perceptions and discussions.



## Summary of key points

- A customer profile includes demographic, geographic, psychographic, and behavioural attributes.
- Accurate customer profiling helps tailor tourism products and marketing strategies.
- Data collection methods include surveys, interviews, social media analysis, and sales data.
- Effective customer analysis involves segmentation, persona development, journey mapping, and SWOT analysis.
- Tools for analysis include CRM systems, analytics platforms, survey tools, and social media monitoring.

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## Useful links

Title	Short description	Link
Customer Profiling in 10 Easy Steps [+ Templates]	As a small business owner, I've found that understanding customers' specific demographics, tendencies, and pain points is indispensable in meeting their needs. To market and sell to customers effectively, I believe you must put yourself in the customer's shoes, and customer profiling helps you do that.	<a href="https://blog.hubspot.com/service/customer-profiling">https://blog.hubspot.com/service/customer-profiling</a>
The 8 Steps To Creating A Customer Journey Map	Need more sales? Clicks? Engagement? If you want to improve your digital marketing, you need to understand the Customer Value Journey (CVJ). This video will take you through the 8 steps to create a customer journey map, so you can turn strangers into raving fans of your business.	<a href="https://www.youtube.com/watch?v=qlcmM6w5cPc">https://www.youtube.com/watch?v=qlcmM6w5cPc</a>

## Field activities

<b>Title</b>	<b>1. Customer Profile Development</b>
<b>Objective</b>	To develop detailed customer profiles using data collection and analysis techniques.
<b>Position in the module</b>	Embedded within Unit 1, after discussing the key components of a customer profile.
<b>Time</b>	Approximately 1 hour 30 minutes (45 min for data collection, 20 min for analysis, and 25 min for profile creation).
<b>Setting</b>	Conducted in a local tourism area or online through surveys. No specific setting required.
<b>Required materials</b>	Surveys/questionnaires, notebooks, pens, digital devices for online data collection, and access to CRM or data analysis tools.
<b>Instructions to learners</b>	<ol style="list-style-type: none"> <li>1. Develop a survey to collect data on customer demographics, psychographics, and behaviour.</li> <li>2. Conduct the survey with a sample of local tourists or online respondents.</li> <li>3. Analyze the collected data to identify common patterns and segments.</li> <li>4. Create detailed customer profiles for each identified segment.</li> </ol>
<b>Procedure of implementation</b>	<ol style="list-style-type: none"> <li>1. Trainer explains the importance of each component of a customer profile.</li> <li>2. Trainer guides learners in creating the survey and conducting data collection.</li> <li>3. Trainer provides support during data analysis and profile creation, offering feedback and suggestions.</li> </ol>

<b>Follow-up session (in-class)</b>	Learners present their customer profiles to the class. They compare and contrast their profiles, discussing similarities and differences. A handout template for presenting profiles can be provided.
<b>Debriefing session (in-class)</b>	<ol style="list-style-type: none"> <li>1. What challenges did you face during data collection?</li> <li>2. How did you identify common patterns in the data?</li> <li>3. What insights did you gain from creating customer profiles?</li> <li>4. How will these profiles inform your tourism product development?</li> </ol>
<b>Assessment criteria</b>	<ol style="list-style-type: none"> <li>1. Completeness and accuracy of the customer profiles.</li> <li>2. Quality of data collection and analysis.</li> <li>3. Clarity and depth of the profiles presented.</li> <li>4. Ability to connect profiles to potential tourism products.</li> </ol>

#### **Annex: Sample Tourist Interview Questionnaire**

##### **1. Tell us a little about yourself:**

- Age: \_\_\_\_
- Country of residence: \_\_\_\_
- Purpose of visit: ☐ Leisure ☐ Business trip ☐ Combined ☐ Other (please specify): \_\_\_\_

##### **2. How often do you travel?**

- ☐ Once a year
- ☐ 2–3 times a year
- ☐ Every few months
- ☐ Monthly
- ☐ First time traveling

##### **3. What is most important to you when choosing accommodation?**

- ☐ Price
- ☐ Location
- ☐ Level of service

- ☐ Amenities and facilities
- ☐ Recommendations and reviews
- ☐ Other (please specify): \_\_\_\_

**4. What are your main interests while traveling? (Select all that apply)**

- ☐ Historical landmarks
- ☐ Nature parks and reserves
- ☐ Cultural events (exhibitions, concerts)
- ☐ Gastronomy (restaurants, tastings)
- ☐ Shopping
- ☐ Adventure tourism (hiking, cycling)
- ☐ Beach vacation
- ☐ Sports events
- ☐ Family and children's entertainment
- ☐ Nightlife (bars, clubs)
- ☐ Relaxation and wellness (SPA, meditation)
- ☐ Other (please specify): \_\_\_\_

**4.1 From your selection can you precise any specific interest? (Select all that apply)**

E.g.: Nature parks and reserves: bird watching, geology, ...

**5. What is your impression of the area where our accommodation is located?**

- ☐ Very attractive
- ☐ Pleasant but not special
- ☐ Neutral
- ☐ Did not like it

**6. What would you like to improve or add to the accommodation's services?**

- ☐ More information about local attractions
- ☐ Organization of excursions
- ☐ Better transportation options

- ☐ Expanded restaurant menu
- ☐ Additional services for children
- ☐ SPA and wellness services
- ☐ Sports equipment rental
- ☐ Other (please specify): \_\_\_\_

**7. What difficulties did you encounter during your stay?**

- ☐ Transportation issues
- ☐ Language barrier
- ☐ Lack of necessary information about the area
- ☐ Bad weather
- ☐ Difficulties with organizing leisure activities
- ☐ Other (please specify): \_\_\_\_

**8. What concerns or fears do you have related to traveling?**

- ☐ Safety in the country/city
- ☐ Lost luggage
- ☐ Illness or injury
- ☐ Language barrier
- ☐ Lost documents
- ☐ Flight cancellations or delays
- ☐ Other (please specify): \_\_\_\_

**9. What would you like to see in a tourist route organized by our hotel?**

- \_\_\_\_

**10. How do you prefer to plan your excursions?**

- ☐ Independently via the internet
- ☐ Through travel agencies
- ☐ Based on hotel recommendations
- ☐ Improvising on the spot



**11. Do you have any additional wishes or suggestions for improving your stay?**

- \_\_\_\_

**12. Your name** \_\_\_\_\_

**13. Your contacts** \_\_\_\_\_

<b>Title</b>	<b>2. Customer Journey Mapping</b>
<b>Objective</b>	To map the customer journey and identify key touchpoints and areas for improvement.
<b>Position in the module</b>	Embedded within Unit 2, after discussing customer journey mapping techniques.
<b>Time</b>	Approximately 1 hour 30 minutes (20 min for initial mapping, 45 min for detailed touchpoint analysis, and 25 minutes for presentation).
<b>Setting</b>	Conducted at a local tourism site or as a case study review in the classroom.
<b>Required materials</b>	Customer journey templates, markers, large paper or whiteboard, digital devices for research.
<b>Instructions to learners</b>	<ol style="list-style-type: none"> <li>1. Choose a tourism product or service to map the customer journey.</li> <li>2. Identify key stages in the customer journey (e.g., awareness, consideration, purchase, post-purchase).</li> <li>3. Map out each stage, noting customer actions, emotions, and touchpoints.</li> <li>4. Analyze each touchpoint for potential improvements.</li> </ol>

<b>Procedure of implementation</b>	<ol style="list-style-type: none"> <li>1. Trainer provides an example of a customer journey map.</li> <li>2. Trainer facilitates the initial brainstorming session for identifying journey stages.</li> <li>3. Trainer offers guidance during touchpoint analysis and map refinement.</li> </ol>
<b>Follow-up session (in-class)</b>	Learners present their customer journey maps. They discuss identified touchpoints and suggest improvements. A template for journey maps can be provided.
<b>Debriefing session (in-class)</b>	<ol style="list-style-type: none"> <li>1. What were the most significant touchpoints in the customer journey?</li> <li>2. How did you identify areas for improvement?</li> <li>3. What changes would you implement based on your analysis?</li> <li>4. How can customer journey mapping enhance customer satisfaction?</li> </ol>
<b>Assessment criteria</b>	<ol style="list-style-type: none"> <li>1. Accuracy and thoroughness of the customer journey map.</li> <li>2. Insightfulness of touchpoint analysis.</li> <li>3. Practicality of suggested improvements.</li> <li>4. Clarity and effectiveness of the presentation.</li> </ol>
<b>Annex: Template for Creating a Profile of Your Ideal Customer</b> <b>1. Demographic Information</b> <ul style="list-style-type: none"> <li>- Age: What is the typical age range of your ideal customer? (e.g., 25-40, 50+)</li> <li>- Gender: Does your ideal customer tend to be male, female, or is it equally balanced?</li> <li>- Income Level: What is the income bracket of this customer? (e.g., low, middle, high-income)</li> <li>- Location: Where does your customer live (domestic, international, urban, rural)?</li> </ul> <b>Example:</b> <ul style="list-style-type: none"> <li>- Age: 30-45</li> <li>- Gender: Female</li> <li>- Income Level: Middle-income</li> <li>- Location: Urban areas, primarily from Europe</li> </ul>	

## 2. Psychographics (Values, Interests, Lifestyle)

- Hobbies & Interests: What does your ideal customer enjoy doing in their free time? (e.g., hiking, cultural exploration, food experiences)
- Values: What are the core values that guide their decisions? (e.g., sustainability, authenticity, luxury)
- Personality Traits: How would you describe their personality? (e.g., adventurous, laid-back, curious)

### **Example:**

- Interests: Outdoor adventures, nature photography, cultural immersion
- Values: Sustainability, eco-friendly travel
- Personality Traits: Adventurous, curious, prefers off-the-beaten-path experiences

## 3. Behavioural Information

- Travel Habits: How often do they travel? What motivates them to choose a destination?
- Booking Preferences: How do they prefer to book trips? (e.g., online, travel agency, directly with providers)
- Preferred Activities: What type of activities do they seek out? (e.g., historical tours, nature hikes, culinary experiences)
- Spending Behaviour: Are they budget-conscious or willing to spend more for unique experiences?

### **Example:**

- Travel Habits: Typically travels 2-3 times a year, motivated by adventure and cultural experiences
- Booking Preferences: Prefers booking through eco-friendly travel platforms online
- Preferred Activities: Nature hikes, interacting with locals, food tastings
- Spending Behaviour: Willing to pay more for authentic, eco-friendly experiences

## 4. Goals and Needs

- What does your customer want to achieve by travelling? (e.g., relaxation, personal growth, learning about new cultures)
- What specific needs does your customer have during their travels? (e.g., child-friendly destinations, sustainable options, accessibility)

**Example:**

- Goals: To explore new cultures and gain a deeper understanding of local traditions
- Needs: Sustainable accommodation and environmentally conscious activities

**5. Pain Points and Challenges**

- What are their biggest frustrations or challenges when travelling? (e.g., overcrowded destinations, lack of authentic experiences)
- What stops them from booking certain trips? (e.g., cost, accessibility, lack of local interaction)

**Example:**

- Pain Points: Dislikes overly commercialized tourist spots, prefers quiet, authentic experiences
- Challenges: Struggles to find eco-friendly options that don't compromise on comfort

**6. Marketing & Communication Preferences**

- Where do they get their travel information? (e.g., social media, travel blogs, word-of-mouth)
- What type of content do they engage with? (e.g., video, articles, testimonials)
- Preferred Communication Channels: How do they prefer to communicate with brands? (e.g., email, social media, phone calls)

**Example:**

- Travel Information: Mostly follows travel influencers and eco-tourism blogs
- Content Engagement: Responds well to short documentaries and stories of real-life travellers
- Communication: Prefers social media engagement and email newsletters with personalised recommendations.

**Summary Example**

Profile Name: The Eco-Adventurer

- Age: 30-45
- Gender: Female
- Income Level: Middle-income
- Location: Urban Europe

- Interests: Outdoor adventures, photography, cultural immersion
- Values: Sustainability, eco-friendly travel
- Personality Traits: Adventurous, curious
- Travel Habits: 2-3 times per year, motivated by nature and cultural experiences
- Preferred Activities: Nature hikes, local interactions, food experiences
- Spending Behaviour: Willing to invest in eco-friendly and authentic experiences
- Pain Points: Avoids overly commercialised spots, wants eco-friendly options
- Marketing Preferences: Follows eco-tourism blogs, prefers video content and email newsletters

<b>Title</b>	<b>3. Persona Development Workshop</b>
<b>Objective</b>	To create detailed customer personas that represent key segments of the target market.
<b>Position in the module</b>	Embedded within Unit 2, after discussing persona development techniques.
<b>Time</b>	Approximately 1 hour 30 minutes (20 min for research, 45 min for persona creation, and 25 min for presentation).
<b>Setting</b>	Conducted in the classroom or an appropriate workshop space with access to research materials.
<b>Required materials</b>	Persona templates, research materials (internet access), markers, paper, digital devices for research.
<b>Instructions to learners</b>	<ol style="list-style-type: none"> <li>1. Research demographic, psychographic, and behavioural data for the target market.</li> <li>2. Use the gathered data to create detailed personas for different customer segments.</li> <li>3. Include information such as age, gender, interests, values, needs, and pain points in each persona.</li> </ol>

	4. Prepare a presentation of each persona, highlighting key characteristics and how they influence tourism product preferences.
<b>Procedure of implementation</b>	<ol style="list-style-type: none"> <li>1. Trainer provides examples of well-developed personas.</li> <li>2. Trainer facilitates research activities and guides learners in extracting relevant data.</li> <li>3. Trainer supports the creation of personas and provides feedback on drafts.</li> </ol>
<b>Follow-up session (in-class)</b>	Learners present their personas to the class. They discuss how each persona will influence marketing and product development strategies. A handout template for persona creation can be provided.
<b>Debriefing session (in-class)</b>	<ol style="list-style-type: none"> <li>1. How did you gather data for your personas?</li> <li>2. What were the key characteristics of your personas?</li> <li>3. How can these personas help in tailoring tourism products?</li> <li>4. What challenges did you face in persona development?</li> </ol>
<b>Assessment criteria</b>	<ol style="list-style-type: none"> <li>1. Completeness and depth of the personas.</li> <li>2. Relevance and accuracy of the data used.</li> <li>3. Practical application of personas to tourism strategies.</li> <li>4. Quality and clarity of the presentation.</li> </ol>
<b>Annex: Template for a Customer Journey Map</b> <b>1. Awareness Stage</b> <ul style="list-style-type: none"> <li>- Goal: How does the customer first learn about your product?</li> <li>- Touchpoints: Where do they encounter your brand? (e.g., social media, website, travel blog, word-of-mouth)</li> <li>- Customer Actions: What does the customer do? (e.g., sees an ad, reads an article, gets a recommendation)</li> </ul>	



- Pain Points: What challenges might the customer face at this stage? (e.g., not enough information, confusing messaging)
- Opportunities: How can you make it easier for them to become aware of your product?

**Example:**

- Touchpoints: Instagram travel influencer post
- Customer Actions: Customer likes the post and clicks the link to your website
- Pain Points: Lack of detailed information on the product's sustainability credentials
- Opportunities: Include clear, concise details about eco-friendly aspects in social posts

## **2. Consideration Stage**

- Goal: How does the customer evaluate your product?
- Touchpoints: What resources do they use to explore your product? (e.g., website, customer reviews, YouTube videos)
- Customer Actions: How does the customer gather information? (e.g., browsing your website, comparing with competitors)
- Pain Points: What could stop them from choosing your product? (e.g., unclear pricing, lack of reviews)
- Opportunities: How can you provide reassurance and simplify their decision-making process?

**Example:**

- Touchpoints: Website, customer testimonials, online reviews
- Customer Actions: Reads reviews, compares prices with competitors
- Pain Points: Unclear details on what is included in the tour price
- Opportunities: Provide a detailed FAQ and breakdown of costs

## **3. Booking Stage**

- Goal: How does the customer book your product?
- Touchpoints: Where and how do they make a booking? (e.g., website, phone, third-party platform)
- Customer Actions: What do they need to do to complete the booking? (e.g., filling out a form, calling customer service)
- Pain Points: What obstacles might the customer face when booking? (e.g., complex forms, lack of payment options)
- Opportunities: How can you streamline the booking process and make it more user-friendly?

**Example:**

- Touchpoints: Booking page on your website
- Customer Actions: Customer selects dates and fills in booking details
- Pain Points: Limited payment options, long booking forms
- Opportunities: Offer multiple payment methods and simplify the form with fewer required fields

#### **4. Experience Stage**

- Goal: What is the customer's experience during the trip?
- Touchpoints: How do they interact with your product in person? (e.g., tour guide, accommodation, activity providers)
- Customer Actions: What are they doing and feeling at this stage? (e.g., enjoying the tour, asking questions, encountering challenges)
- Pain Points: What issues might arise during the trip? (e.g., delays, poor service, lack of communication)
- Opportunities: How can you enhance their experience and ensure satisfaction?

**Example:**

- Touchpoints: Interaction with the tour guide, local activities
- Customer Actions: Participating in eco-tourism activities, exploring local culture

- Pain Points: Miscommunication about activity start times
- Opportunities: Provide clear itineraries and regular updates via SMS or app notifications

### 5. Post-Experience Stage

- Goal: How does the customer reflect on their experience?
- Touchpoints: How do they give feedback or share their experience? (e.g., reviews, surveys, social media)
- Customer Actions: What do they do after the trip? (e.g., leaving a review, recommending the trip to others)
- Pain Points: What might stop them from sharing positive feedback? (e.g., difficult review process, no follow-up)
- Opportunities: How can you encourage them to share their experience and stay connected?

#### **Example:**

- Touchpoints: Post-trip survey, review platforms, social media
- Customer Actions: Shares photos on Instagram, completes feedback survey
- Pain Points: Lack of incentive to leave a review
- Opportunities: Offer a small discount for their next trip or ask for a review at the end of the tour

### 6. Loyalty Stage

- Goal: How do you retain the customer and encourage repeat business?
- Touchpoints: What methods do you use to stay connected with the customer? (e.g., email newsletters, loyalty programs, special offers)
- Customer Actions: What motivates them to return? (e.g., exclusive offers, personal communication)
- Pain Points: What might prevent them from returning? (e.g., no follow-up, lack of ongoing engagement)

- Opportunities: How can you build long-term loyalty and turn them into advocates for your brand?

**Example:**

- Touchpoints: Follow-up email with exclusive offers, loyalty program invitations
- Customer Actions: Customer receives a thank-you message with a discount on their next trip
- Pain Points: No compelling reason to rebook or engage further
- Opportunities: Personalised offers based on their past preferences and travel behaviour

**Summary Example of a Journey Map for a Family Traveller**

1. Awareness: Sees an ad for a family-friendly nature tour on Facebook.
2. Consideration: Browses the website, reads reviews about safety and activities for kids.
3. Booking: Fills out a simple form, selects child-friendly accommodation, and books online.
4. Experience: Enjoys guided nature walks with educational activities for kids, excellent communication from the guide.
5. Post-Experience: Shares photos on social media, leaves a positive review.
6. Loyalty: Receives an email with a discount for their next family adventure.

## Timeframe of Module 4

Module 4. Analysis of customer profiles for a tourism offer	Time
Introduction and Learning Outcomes	15 min
<b>Unit 4.1 What Makes a Customer Profile</b>	<b>30 min</b>
Key Components of a Customer Profile	15 min
Creating a Customer Profile	15 min
<b>Unit 4.2 Approaches and Tools for Customer Analysis</b>	<b>30 min</b>

Approaches to Customer Analysis	15 min
Tools for Customer Analysis	15 min
<b>Field Activity</b>	<b>4.5 h</b>
Activity 1 Customer Profile - <ul style="list-style-type: none"> <li>• Data Collecting - 45 minutes</li> <li>• Analysis - 20 minutes</li> <li>• Profile Creation - 25 minutes</li> </ul>	1 h 30 min
Activity 2 Customer Journey Mapping- <ul style="list-style-type: none"> <li>• Initial Mapping - 20 minutes</li> <li>• Detailed Touch Point Analysis - 45 minutes</li> <li>• Presentation - 25 minutes</li> </ul>	1 h 30 min
Activity 3 Persona Development Workshop- <ul style="list-style-type: none"> <li>• Research - 20 minutes</li> <li>• Persona Creation - 45 minutes</li> <li>• Presentation - 25 minutes</li> </ul>	1 h 30 min
<b>Reflection</b>	15 min
<b>Total</b>	<b>6 hours</b>

## MODULE 5. TRAINING IN THE STRUCTURE OF GUIDED AND INTERPRETATION ACTIVITIES - STORYTELLING

### Learning Outcomes

<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Theoretical understanding and practical application of guided activities, interpretation techniques, and storytelling.</li> <li>• Utilizing appropriate guidance and interpretation techniques to create engaging customer experiences.</li> <li>• Identifying potential tourist activities related to heritage, through field practice.</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Expertise in using various tools and techniques to establish meaningful connections between the public and heritage assets.</li> <li>• Crafting and narrating stories that integrate historical narratives, cultural traditions, and environmental contexts.</li> <li>• Designing tourist activities that emphasize identified heritage elements.</li> <li>• Strong communication skills to effectively engage with and educate the public.</li> </ul>
<b>Attitudes</b>	<ul style="list-style-type: none"> <li>• Flexibility to adapt plans and techniques to changing conditions or unexpected challenges in the field.</li> <li>• An inclusive approach to create universally understandable experiences that connect with diverse populations.</li> <li>• Respecting touristic resources, both natural and cultural, with a focus on environmental preservation.</li> </ul>

## Introduction

This module follows a structured approach blending theory and practice, rooted in the principles of communication and participation essential to sustaining tourism activities, particularly those involving guidance and information transmission. Central to this approach is the use of interpretive tools, including storytelling, to effectively organize information within a narrative framework.

We will explore various aspects related to the selection of heritage elements, understanding their limitations and potential, and considering different profiles of potential clients. These elements will serve as contextual examples throughout the module. Through practical exercises, we will demonstrate techniques for highlighting the most authentic and distinctive aspects of heritage elements, emphasizing their relevance in tourism experiences.

## Unit 5.1 Guiding

In this module, our primary objective is to equip learners with the essential theoretical framework and practical tools necessary to comprehend the professional landscape of guiding. This knowledge is crucial, particularly in the context of tourism activities that thrive in rural or isolated regions lacking major infrastructural support, where guiding services play a pivotal role.

Concurrently, this module serves the dual purpose of identifying the characteristics and competencies required for potential trainers who will engage in guiding education. Through comprehensive course materials and interactive sessions, we aim to delineate the ideal profile of these future trainers.

The module itself will be structured into two parts: 4 hours dedicated to theoretical lectures and discussions, followed by an additional 4 hours devoted to practical field activities. Each hour will be allocated to cover specific subunits, which include:

- Exploring the historical context and evolution of the guiding profession
- Defining the roles, functions, and ethical responsibilities of guides
- Analyzing various types of tourism products and experiences closely tied to guiding services
- Understanding the organizational structures and operational frameworks within the guiding industry



Throughout these subunits, practical exercises will be seamlessly integrated. These exercises are designed to allow learners to apply their theoretical knowledge in simulated or real-world scenarios, honing their skills and preparing them to engage with diverse audiences effectively. By merging theory with hands-on experience, we aim to foster a comprehensive understanding of guiding practices and their critical importance in tourism contexts.

## Unit 5.2 Heritage interpretation and storytelling

In the second part of this module, our primary objective is to equip learners with practical tools essential for guiding and other activities that require effective communication strategies to engage the public and foster a meaningful connection with identified heritage elements within the territory. These elements, which are intricately woven into the spatial and temporal fabric of the region, will be explored through the art of storytelling.

The unit consists of 4 hours dedicated to theoretical exploration, with each hour allocated to cover specific subunits:

- **Understanding Interpretation:** Here, we delve into the concept of interpretation, examining its core principles and methodologies that enrich the visitor experience by providing deeper insights into cultural and natural heritage.
- **Fundamentals of Heritage Interpretation:** This section focuses on the foundational principles of heritage interpretation, emphasizing the importance of context, authenticity, and relevance in conveying the significance of heritage sites and elements.
- **Tools for Establishing Connections:** We will explore various tools and techniques used to establish meaningful connections between the public and the diverse heritage assets of the territory.
- **Transversal Theme of Storytelling:** Throughout the unit, storytelling will be highlighted as a cross-cutting theme. Learners will explore how storytelling can be effectively employed to weave together historical narratives, cultural traditions, and environmental contexts, thereby enhancing the engagement and understanding of visitors.

Following the theoretical sessions, learners will engage in a comprehensive 6-hour field activity. This practical component involves designing a guided touristic tour within their local area. During this exercise, learners will actively identify and select elements of interest based on criteria introduced in Module 2, such as uniqueness, rarity, and

cultural and natural significance. They will practice employing various interpretive tools and storytelling techniques learned in the theoretical sessions to enrich the tour experience and effectively communicate the essence of each heritage element to their audience.

By integrating theory with hands-on practice, this module aims to empower learners with the skills and knowledge needed to craft compelling and informative tourism experiences that resonate with visitors and contribute to the preservation and appreciation of local heritage.

## Summary of key points

- Equips learners with a theoretical framework and practical tools for understanding the guiding profession.
- Identifies characteristics and competencies required for potential guiding trainers.
- Historical context, roles and responsibilities of guides, tourism product analysis, and organizational frameworks.
- Prepares learners to engage effectively with diverse audiences in tourism contexts.
- Focuses on practical tools for communication and engagement in guiding and related activities.
- Explores storytelling as a method to connect with heritage elements.
- Aims to empower learners in crafting engaging tourism experiences that highlight local heritage.

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## Useful links

Title	Short description	Link
Interpret Europe	General information about heritage interpretation: articles, conference reports, etc. in Europe	<a href="https://interpret-europe.net">Material - Interpret Europe (interpret-europe.net)</a>
National Association for Interpretation	General information about heritage interpretation: articles, conference reports, videos, etc.	<a href="https://nai-us.org">PUBLICATIONS (nai-us.org)</a>

## Field activities

Title	1. Guiding fundamentals' activity
<b>Objective</b>	The aim of this activity is to provide learners with a practical application of the content covered in class regarding the essential elements of successful guiding. Learners will apply their knowledge through exercises based on various real-life situations.
<b>Position in the module</b>	The practical exercises will be integrated throughout the entire first unit, alternating between theoretical learning and hands-on activities.
<b>Time</b>	Overall, the practical content of the unit will take about 4 hours.
<b>Setting</b>	There are no specific requirements for the setting of this field activity. Learners should practice outside of class, in the immediate surroundings of the course location.
<b>Required materials</b>	<ul style="list-style-type: none"> <li>Supporting materials for guiding (maps, images, books, brochures)</li> <li>Field props</li> </ul>

<b>Instructions to learners</b>	<ul style="list-style-type: none"> <li>• Establish groups of 3 to 4 individuals for the exercises, ensuring the groups change for each activity.</li> <li>• Define the guide's profession within each group.</li> <li>• Reach a consensus answer with the entire class.</li> <li>• Define the duties and functions of a guide.</li> <li>• Reach a consensus answer with the entire class.</li> <li>• Identify the types of tourism where guiding is beneficial.</li> <li>• Practice the guiding techniques discussed in class in pairs.</li> </ul>
<b>Procedure of implementation</b>	<ul style="list-style-type: none"> <li>• Support with examples from experience</li> <li>• Feedback on the exercises and areas of improvement</li> <li>• Facilitate the agreement-seeking process for each group</li> </ul>
<b>Follow-up session (in-class)</b>	The follow-up sessions will be woven throughout the activity by consolidating each group's information and reaching consensus answers. Additionally, learners will be requested to provide feedback on the entire module at the end of the class.
<b>Debriefing session (in-class)</b>	<ul style="list-style-type: none"> <li>• How does the role of a guide vary across different types of tourism (e.g., cultural, adventure, ecotourism)?</li> <li>• How effectively can I communicate and engage with diverse audiences?</li> <li>• How do I ensure that my guiding practices are inclusive and respectful of different cultural perspectives?</li> </ul>
<b>Assessment criteria</b>	<ul style="list-style-type: none"> <li>• Practice guidance techniques with at least five resources identified as interesting by each project partner.</li> </ul>

<b>Title</b>	<b>2. Designing a guided tour</b>
<b>Objective</b>	The goal of this second field activity is to involve students in creating their own guided tour. They will begin by identifying the elements of interest to include in their tour. Using the various tools covered in Unit 1, they will then design a tour aimed at connecting the public with the territory and practice delivering it.

<b>Position in the module</b>	The field activity will be placed at the end of Unit 2, after having gone through the theoretical knowledge.
<b>Time</b>	It will take about 6 hours
<b>Setting</b>	The setting should be selected in collaboration with the learners. It can be either in the vicinity of the classroom or within the potential area where the guided tour is planned to take place, provided it is nearby.
<b>Required materials</b>	<ul style="list-style-type: none"> <li>• Supporting materials for guiding (maps, images, books, brochures)</li> <li>• Field gadgets</li> </ul>
<b>Instructions to learners</b>	<ul style="list-style-type: none"> <li>• Learners should identify and select the elements and tourist resources they wish to include in their tour, following the criteria discussed in Module 2.</li> <li>• They will then design their guided tour using the tools from Unit 1 and the theoretical concepts from Unit 2.</li> <li>• By the end of the class, learners will have the opportunity to present their tour in a real-life setting before an audience and will receive feedback and assessment from the teacher.</li> </ul>
<b>Procedure of implementation</b>	<ul style="list-style-type: none"> <li>• Support with examples from experience</li> <li>• Feedback on the exercises and areas of improvement</li> <li>• Support on creative the narratives</li> </ul>
<b>Follow-up session (in-class)</b>	Each learner will receive specific feedback on their tour and defined areas of improvements for them to be able to better it.
<b>Debriefing session (in-class)</b>	<ul style="list-style-type: none"> <li>• Are the elements and resources included in the tour relevant and engaging for the target audience?</li> <li>• Is the tour well-organized and structured in a logical sequence? And have I used clear and concise language that is easily understood by the audience?</li> <li>• Am I able to adapt my presentation to the needs and reactions of the audience?</li> </ul>

	<ul style="list-style-type: none"> <li>How has the audience responded to the tour? Have I received constructive feedback?</li> </ul>
<b>Assessment criteria</b>	<ul style="list-style-type: none"> <li>Design at least 4 guides, 10 interpretive stories for each project partner</li> <li>Identify at least 4 possible activities for each project partner.</li> </ul>

## Timeframe of Module 5

<b>Module 5: Guiding and Interpretation</b>	<b>Time</b>
<b>Unit 5.1: Guiding</b>	<b>3 h</b>
Introduction to the Guiding Profession: Roles, Responsibilities, Historical Context	30 min
Presentation on Types of Tourism and Guiding Approaches (cultural, adventure, ecotourism)	30 min
Ethical Standards and Best Practices in Guiding	30 min
Detailed Overview of Guide-Visitor Interaction Techniques	30 min
Interactive Role-play Exercises: Practicing Key Guiding Techniques	1 h
<b>Unit 5.2: Heritage Interpretation and Storytelling</b>	<b>3 h</b>
Introduction to Heritage Interpretation: Concepts and Relevance in Tourism	20 min
Presentation on Techniques and Tools for Effective Interpretation	20 min
Storytelling as a Core Interpretive Tool: Crafting Engaging Narratives	20 min
Exercise: Developing Storytelling Themes and Techniques	1 h
Planning and Preparation for Field Activity: Selecting Key Heritage Elements and Designing a Tour	1 h



<b>Field Activity</b>	<b>9 h 30 min</b>
On-Site Execution of Designed Guided Tour with Focus on Interpretation Techniques	6 h
In-Class Pooling and Review of Findings from Field Activity	2 h
Feedback Workshop: Skills Refinement Based on Observed Field Performances	1 h 30 min
<b>Conclusion and Summary</b>	<b>30 min</b>
Reflection on Guiding and Interpretation Skill Development	20 min
Final Discussion: Long-term Impact of Guiding on Heritage Preservation	10 min
<b>Total</b>	<b>16 hours</b>

## MODULE 6. TOURISM PRODUCT DEVELOPMENT

### Learning Outcomes

<b>Knowledge</b>	<ul style="list-style-type: none"> <li>● <b>Understanding Product Design:</b> <ul style="list-style-type: none"> <li>○ Grasp the fundamental concepts of tourism product design.</li> <li>○ Learn how to integrate various elements such as natural and cultural resources, customer profiles, and service quality into a cohesive tourism product.</li> <li>○ Understand the principles of sustainable tourism product development.</li> </ul> </li> <li>● <b>Product Branding and Marketing:</b> <ul style="list-style-type: none"> <li>○ Knowledge of branding concepts and their importance in tourism.</li> <li>○ Understand the role of marketing strategies in promoting tourism products.</li> <li>○ Familiarity with tools and techniques for market analysis, strategic planning, and brand creation.</li> </ul> </li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>● <b>Product Development:</b> <ul style="list-style-type: none"> <li>○ Ability to design tourism products that meet market demands and leverage local resources.</li> <li>○ Skills in creating detailed plans for tourism activities, packages, and experiences.</li> <li>○ Competence in applying sustainability principles to product design.</li> </ul> </li> <li>● <b>Branding and Marketing:</b> <ul style="list-style-type: none"> <li>○ Skills in developing strong, recognizable brands for tourism products.</li> <li>○ Ability to create and implement effective marketing strategies.</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ Proficiency in using digital marketing tools and platforms to reach target audiences.</li> </ul>
<b>Attitudes</b>	<ul style="list-style-type: none"> <li>● <b>Innovation and Creativity:</b> <ul style="list-style-type: none"> <li>○ Foster a mindset of innovation and creativity in developing unique tourism products.</li> <li>○ Encourage openness to new ideas and approaches in product design and marketing.</li> </ul> </li> <li>● <b>Customer-Centric Approach:</b> <ul style="list-style-type: none"> <li>○ Cultivate a customer-centric approach in all aspects of product development and marketing.</li> <li>○ Value customer feedback and use it to improve tourism products and services.</li> </ul> </li> <li>● <b>Sustainability and Responsibility:</b> <ul style="list-style-type: none"> <li>○ Commitment to sustainable and responsible tourism practices.</li> <li>○ Promote the importance of preserving natural and cultural resources in product development.</li> <li>○ Encourage ethical marketing practices that respect local communities and environments.</li> </ul> </li> </ul>

## Introduction

Module 6, "Tourism Product Development," is a crucial component of the INHERIT course, focusing on the creation and promotion of tourism products. This module integrates the knowledge gained from previous modules about natural and cultural resources, customer profiles, and service quality to develop comprehensive and marketable tourism offerings.

The module is divided into two units: **Unit 6.1 Product Design** and **Unit 6.2 Product Branding and Marketing**. In Unit 6.1, learners will explore the principles and practices of designing tourism products that are both attractive to tourists and sustainable for the environment and local communities. Unit 6.2 delves into the strategies for branding and marketing these products effectively, ensuring they reach the right audience and achieve commercial success.

By the end of this module, learners will be equipped with the skills and knowledge necessary to create innovative, customer-centric, and sustainable tourism products, and to market them successfully. This module builds on the foundations laid in earlier parts of the INHERIT course and is essential for translating theoretical knowledge into practical applications that can enhance the tourism sector.

## Unit 6.1 Product design

Tourism product design centers around leveraging identified resources and services to create a market-ready product. This unit emphasizes translating theoretical knowledge into a well-defined tourism product.

### Key Elements of Tourism Product Design

#### 1. Focus on Product Development:

- Concept Finalization: Based on previously identified resources and services, select one tourism product concept (e.g., cultural tour, eco-experience) for development.
- Detailed Planning: Define activities, itinerary, required services (e.g., accommodation, transport), pricing strategy, and sustainability integration.
- Customization: Align the product with the target groups identified in Module 4.

#### 2. Actionable Steps:

- Prototyping: Create a preliminary version of the product and outline key components (locations, activities, services).
- Testing and Feedback: Gather peer feedback on the concept to refine it.
- Finalization: Develop a detailed plan ready for market introduction.

## Unit 6.2 Product branding and marketing

Branding and marketing are crucial components in the success of tourism products. This unit focuses on the strategies and practices essential for effectively branding and marketing tourism products in Europe. It covers the creation of strong, recognizable brands and the implementation of marketing strategies to reach and engage target audiences.

### Key Elements of Tourism Product Branding and Marketing

#### 1. Understanding Branding in Tourism:

- Definition and Importance: Understand what branding is and why it is critical for tourism products.
- Brand Identity: Developing a clear and distinctive brand identity that reflects the unique characteristics of the tourism product.
- Brand Positioning: Positioning the brand in the market to highlight its unique value proposition and differentiate it from competitors.

## **2. Creating a Strong Brand Identity:**

- Brand Elements: Name, logo, tagline, and visual identity.
- Brand Story: Crafting a compelling narrative that communicates the essence and values of the brand.
- Consistency: Ensuring consistency in all brand communications and touchpoints to build recognition and trust.

## **3. Marketing Strategies for Tourism Products:**

- Market Analysis: Conducting market analysis to understand the target audience, market trends, and competitive landscape.
- Segmentation, Targeting, and Positioning (STP): Identifying market segments, selecting target markets, and positioning the product to meet the needs of these segments.
- Marketing Mix (4Ps):
  - ✓ Product: Designing the product to meet customer needs and preferences.
  - ✓ Price: Setting a pricing strategy that reflects the value of the product and is competitive in the market.
  - ✓ Place: Distributing the product through appropriate channels to reach the target audience.
  - ✓ Promotion: Developing promotional strategies to raise awareness and drive demand.

## **4. Digital Marketing in Tourism:**

- Online Presence: Building and maintaining a strong online presence through websites and social media.
- Content Marketing: Creating and sharing valuable content to attract and engage customers.
- Search Engine Optimization (SEO): Improving website visibility on search engines to attract organic traffic.
- Email Marketing: Using email campaigns to nurture leads and retain customers.
- Influencer Marketing: Collaborating with influencers to reach broader audiences and enhance brand credibility.

## 5. Measuring Marketing Effectiveness:

- Key Performance Indicators (KPIs): Identifying and tracking KPIs to measure the success of branding and marketing efforts.
- Analytics Tools: Using analytics tools to gather data on marketing performance and customer behavior.
- Continuous Improvement: Analyzing data to identify areas for improvement and refine marketing strategies.

## 6. Case Studies and Examples:

- Destination Branding: Example of successful destination branding in Europe, such as "I Amsterdam" or "Visit Scotland".
- Marketing Campaigns: Analysis of effective marketing campaigns by European tourism boards or travel companies.
- Digital Marketing Success: Examples of European tourism businesses that have successfully leveraged digital marketing.

## 7. Challenges and Best Practices:

- Challenges: Common challenges in tourism branding and marketing, such as competition, market saturation, and changing customer preferences.
- Best Practices: Best practices for overcoming challenges and achieving marketing success in the European tourism sector.

# Summary of key points

## Product Design:

- **Market Research:** Conduct thorough market research to identify trends, demands, and target audiences within Europe.
- **Resource Integration:** Leverage Europe's diverse natural and cultural resources in product design.
- **Experience Mapping:** Outline the tourist journey and customize experiences to meet diverse needs.
- **Sustainability:** Implement environmental, social, and economic sustainability principles in product development.

## Product Branding:

- **Brand Identity:** Develop a clear and distinctive brand identity with consistent elements like name, logo, and tagline.
- **Brand Story:** Craft a compelling narrative that reflects the essence and values of the brand.

- **Consistency:** Ensure consistency across all brand communications to build recognition and trust.

### Digital Marketing:

- **Online Presence:** Build and maintain a strong online presence through websites and social media.
- **Content Marketing:** Create and share valuable content to attract and engage customers.
- **SEO and Email Marketing:** Enhance visibility and nurture customer relationships through SEO and email campaigns.

### Case Studies:

- **Destination Branding:** Learn from successful branding examples like "I Amsterdam" and "Visit Scotland".
- **Marketing Campaigns:** Analyze effective marketing campaigns by European tourism boards and companies.
- **Digital Marketing Success:** Examine successful use of digital marketing by European tourism businesses.

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## Useful links

Title	Short description	Link
European Tourism: Trends & Prospects	This report from the European Travel Commission provides detailed insights into the latest trends and prospects in European tourism, including data and analysis on travel patterns and economic impacts.	<a href="https://etc-corporate.org/reports/european-tourism-2022-trends-prospects-q4-2022/">https://etc-corporate.org/reports/european-tourism-2022-trends-prospects-q4-2022/</a> )
Sustainable Tourism: Growth for Europe	A comprehensive overview of sustainable tourism practices and policies within Europe. This resource provides insights into how Europe is managing tourism growth sustainably.	<a href="https://single-market-economy.ec.europa.eu/sectors/tourism_en">https://single-market-economy.ec.europa.eu/sectors/tourism_en</a>
Global Report on Food Tourism	This report by UNWTO explores the role of gastronomy in tourism, highlighting trends, challenges, and opportunities in food tourism worldwide.	<a href="https://www.e-unwto.org/doi/book/10.18111/9789284418701">https://www.e-unwto.org/doi/book/10.18111/9789284418701</a>

## Field activities

<b>Title</b>	<b>Designing, Branding, and Marketing a Sustainable Tourism Product</b>
<b>Overview</b>	This activity engages participants in hands-on tourism product development. Working in groups, participants will select a location, develop a tourism product, create a brand identity, and design a marketing plan. Emphasis is placed on sustainability, innovation, and a customer-centric approach, incorporating the core concepts of product design, branding, and marketing.
<b>Objective</b>	<p>Apply product design principles to create a market-ready tourism product.</p> <p>Develop a clear brand identity that communicates the values and uniqueness of the tourism product.</p> <p>Create and present a marketing plan using digital tools, focusing on sustainability and reaching target audiences.</p> <p>Foster teamwork and creativity to develop innovative tourism offerings.</p>
<b>Position in the module</b>	This field activity is embedded within <b>Unit 6.2</b> of the Tourism Product Development module, after the theoretical discussion on branding, marketing strategies, and sustainable product development.
<b>Time</b>	<p><b>Total Duration:</b> 3 hours</p> <ul style="list-style-type: none"> <li>● <b>Preparation and Planning:</b> 20 minutes</li> <li>● <b>Brand Development:</b> 50 minutes</li> <li>● <b>Marketing Strategy Development:</b> 50 minutes</li> <li>● <b>Presentation and Feedback:</b> 40 minutes</li> <li>● <b>Wrap-Up and Reflection:</b> 20 minutes</li> </ul>
<b>Setting</b>	Participants will work in small groups indoors, using laptops or tablets to develop brand identities, create digital marketing strategies, and prepare presentations. Depending on the location, groups may also explore local tourism products for inspiration.
<b>Required materials</b>	Laptops/tablets with internet access for digital marketing research.

	<p>Paper, markers, and colored pens for sketching logos and branding elements.</p> <p>Video or graphic design software (optional) for advanced promotional content creation.</p> <p>Projector or large screen for presentations.</p>
<b>Instructions to learners</b>	<p><b>Preparation and Planning (20 minutes)</b></p> <ul style="list-style-type: none"> <li>● Review the tourism product previously developed in earlier activities.</li> <li>● Break into groups (4-5 people) and assign roles (e.g., brand strategist, marketing strategist, creative director).</li> <li>● Identify the unique selling points of the product and discuss how to incorporate them into the branding and marketing strategy.</li> </ul>
<b>Procedure of implementation</b>	<p><b>Step 1: Brand Development (50 min)</b></p> <p><b>Goal:</b> Develop a strong, unique brand identity for the tourism product.</p> <ol style="list-style-type: none"> <li><b>1. Brand Name and Logo Development</b> <ul style="list-style-type: none"> <li>○ Brainstorm and finalize a memorable, impactful name for the product.</li> <li>○ Sketch a simple logo or visual representation that communicates the core values of the tourism product.</li> </ul> </li> <li><b>2. Tagline Creation and Brand Storytelling</b> <ul style="list-style-type: none"> <li>○ Craft a short, engaging tagline that reflects the product's unique selling points.</li> <li>○ Write a compelling brand story that emphasizes sustainability, customer experience, and the product's unique value proposition.</li> </ul> </li> <li><b>3. Brand Positioning</b> <ul style="list-style-type: none"> <li>○ Position the brand within the competitive market by highlighting what makes it stand out (e.g., eco-friendliness, cultural authenticity, adventure).</li> <li>○ Consider target audience, competitive landscape, and current tourism trends.</li> </ul> </li> </ol>

	<p><b>Step 2: Marketing Strategy Development (50 min)</b></p> <p><b>Goal:</b> Create a comprehensive digital marketing strategy to promote the tourism product.</p> <ol style="list-style-type: none"> <li><b>1. Market Research and Audience Segmentation</b> <ul style="list-style-type: none"> <li>○ Conduct quick research to identify target customer segments from the previous module.</li> <li>○ Analyze tourism trends related to the product (e.g., growing interest in eco-tourism, adventure travel, wellness tourism).</li> </ul> </li> <li><b>2. Segmentation, Targeting, and Positioning</b> <ul style="list-style-type: none"> <li>○ Define the market segments and select the most relevant target audiences (e.g., millennials, adventure seekers, eco-conscious travellers).</li> <li>○ Develop a positioning statement that communicates the product's value to the chosen audience.</li> </ul> </li> <li><b>3. Marketing Mix (4Ps) (30 Minutes)</b> <ul style="list-style-type: none"> <li>○ <b>Product:</b> Review the existing product features and make final adjustments based on customer needs.</li> <li>○ <b>Price:</b> Define a pricing strategy that reflects both the product's value and market positioning.</li> <li>○ <b>Place:</b> Identify the appropriate distribution channels (e.g., online platforms, travel agencies, social media).</li> <li>○ <b>Promotion:</b> Develop promotional strategies using digital marketing tools (social media campaigns, influencer partnerships, email marketing).</li> </ul> </li> <li><b>4. Digital Marketing Strategy Development</b> <ul style="list-style-type: none"> <li>○ Build an online presence by designing a landing page or sketching ideas for a website.</li> <li>○ Plan a content marketing strategy (e.g., blog posts, short promotional videos, engaging social media posts) to promote the tourism product.</li> <li>○ Outline a brief SEO strategy to improve online visibility and drive organic traffic.</li> </ul> </li> </ol>
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	<ul style="list-style-type: none"> <li>○ Identify influencers or bloggers whose audience aligns with the product's target market and values.</li> </ul> <p><b>Step 3: Presentation and Feedback (40 min)</b></p> <p><b>Goal:</b> Present the developed brand and marketing strategy to the group for feedback.</p> <p><b>1. Group Presentations</b></p> <ul style="list-style-type: none"> <li>○ Each group will present their brand identity, marketing strategy, and digital campaign plan.</li> <li>○ Presentations should include a mock-up or storyboard of digital marketing elements (e.g., a social media campaign, blog post concepts, or website design ideas).</li> </ul> <p><b>2. Feedback and Discussion</b></p> <ul style="list-style-type: none"> <li>○ Peer and instructor feedback will focus on the effectiveness of the branding, clarity of the marketing message, and overall creativity in promoting the tourism product.</li> <li>○ Groups will be encouraged to identify potential improvements and areas for refinement in their strategy.</li> </ul> <p><b>Step 4: Wrap-Up and Reflection (20 min)</b></p> <p><b>Goal:</b> Reflect on the branding and marketing process and its application in the tourism industry.</p> <p><b>1. Discussion</b></p> <ul style="list-style-type: none"> <li>○ What were the key challenges faced during the branding and marketing development?</li> <li>○ How did the group ensure consistency between the brand story, visual identity, and marketing message?</li> <li>○ How can the digital marketing strategies developed during this activity be used in broader tourism marketing campaigns?</li> </ul> <p><b>2. Reflection</b></p>
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	<ul style="list-style-type: none"> <li>○ Discuss the importance of customer-centric branding and how sustainability principles were integrated into the marketing strategy.</li> <li>○ Encourage participants to consider how these skills could apply to real-world tourism businesses, particularly in a competitive digital landscape.</li> </ul>
<b>Assessment Criteria</b>	<p><b>Creativity:</b> The group's ability to create an engaging and distinctive brand identity.</p> <p><b>Brand Consistency:</b> How well branding elements (name, logo, tagline) were integrated into the marketing strategy.</p> <p><b>Marketing Message:</b> Clarity and effectiveness of the marketing message in reaching the target audience.</p> <p><b>Sustainability:</b> How sustainability principles were incorporated into branding and promotional campaigns.</p> <p><b>Technical Execution:</b> Quality and coherence of the marketing plan, including the digital strategies and content ideas presented.</p> <p><b>Team Collaboration:</b> Effectiveness of teamwork in achieving the activity goals and dividing responsibilities.</p>



## Timeframe of Module 6

Module 6: Tourism product development	Time
Unit 6.1: Product design	30 min
Unit 6.2: Product branding and marketing	30 min
Field activity:	3 h
• Preparation and planning	20 min
• Brand developing	50 min
• Marketing strategy development	50 min
• Presentation and feedback	40 min
• Wrap-up and reflection	20 min
<b>Total:</b>	<b>4 hours</b>



Heritage Interpretation through Digital Storytelling  
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