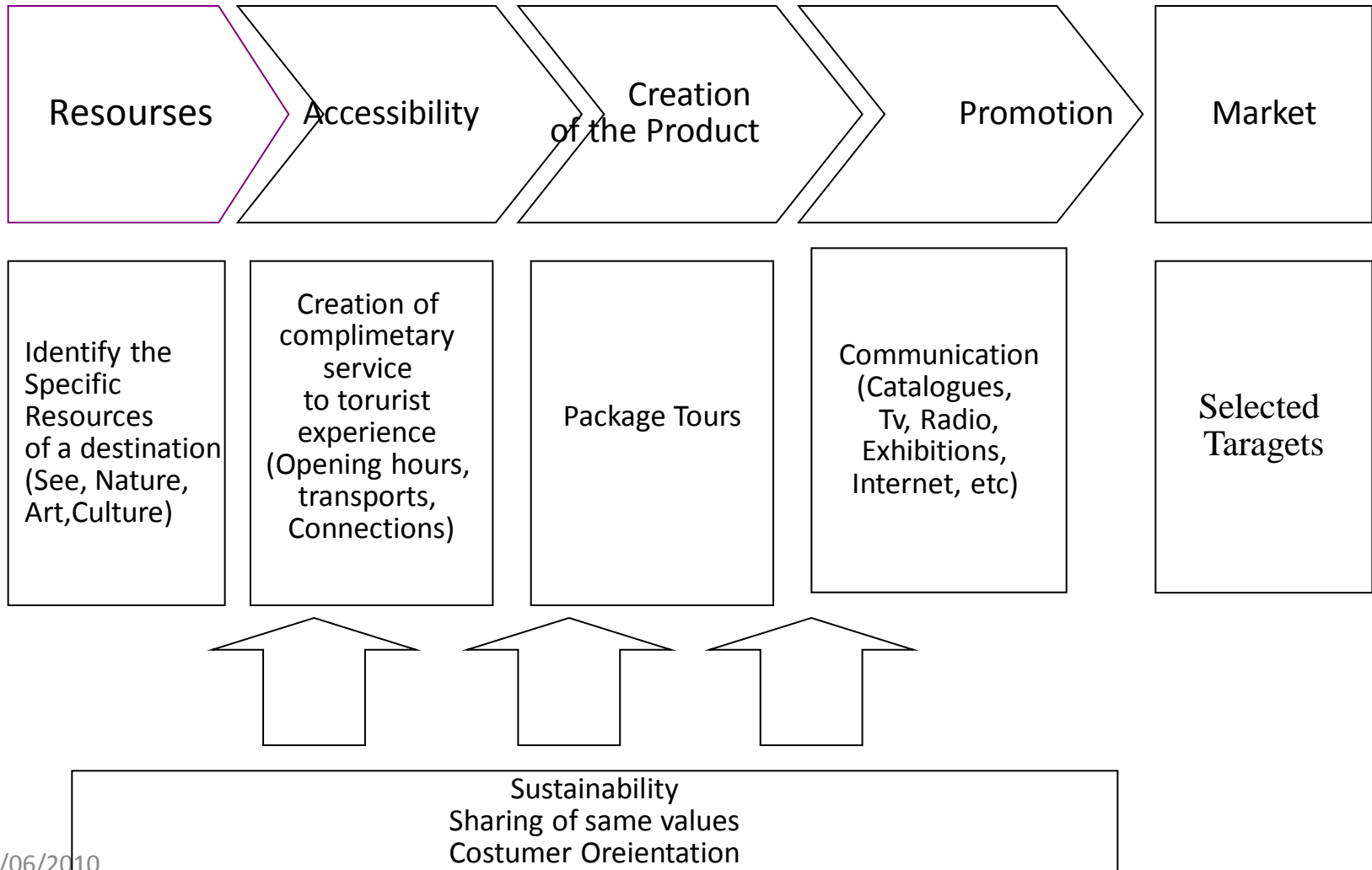


Tourism as a “product”



Touristic product has two main characteristics.

- 1. Is made of many single services that, each for its own part, contribute to build the experience of the tourist**
- 2. Consumer and producer have very different perspectives. (Horizontal vs Vertical)**

CONSUMER'S PERSPECTIVE

Tourist has different needs

- **Attractions**
- **Services**
- **Accessibility**
- **Information**

Tourist lives an experience

PRODUCER'S PERSPECTIVE

**The producer of touristic services contribute
just for a small part to the touristic general
experience**

**Different Producer = Different services
Working together = Shared values**



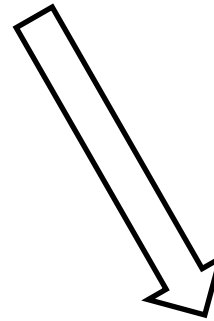
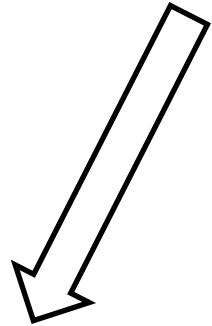
One Experience

GUIDELINES TO BUILD A PACKAGE TOUR

- **Target**
- **Season**
- **Length of the tour**
- **Means of travel (car, bus, airplane, ferry)**
- **Tourists From Where ?**
- **Accommodation**
- **Reason Why**
- **Specific Needs**
- **Main Actors**
- **Core Services**
- **Complementary Services**
- **Facilities**
- **Image**
- **Education and skills of “locals”**
- **Communication and Promotion**
- **Distribution**

**What can we do with the
package tours?**

What can we do with the package tours?



Full
supply
chain

Short
supply
chain

Full supply chain

Consumer



Retailer



Foreign Tour operator

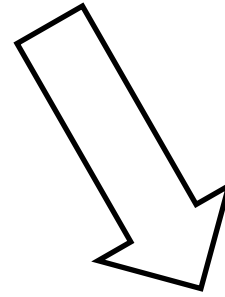
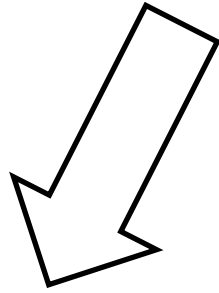


DMC (Destination Management Company)



Suppliers (transport, accomodation, assistance)

Full supply chain



PROS

CONS

Short supply chain

Consumer

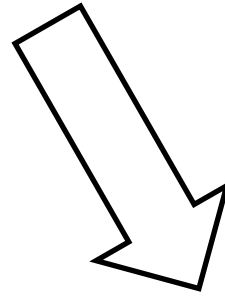
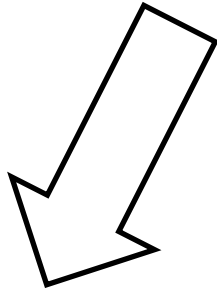


DMC (Destination Management Company)



Suppliers (transport, accomodation, assistance)

Short supply chain



PROS

CONS

What can we suggest?



**Full supply
chain**



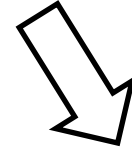
Standard products

**Short supply
chain**



**Week-end packages
Theme packages
Low season packages**

Opportunities



Full supply chain

Short supply chain



Trade fairs

Internet

Catalogues

Magazines

Co-marketing

Religion

Culture

Nature

Sports