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

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Creating competitive advantage

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

Key themes

• Focus on the Mediterranean’s current competitiveness
• Focus on sustainable development
• Focus on the residents
• Focus on service design
• Focus on quality
• Towards competitiveness

Words of introduction

“Globalisation has now made it necessary for destinations to stay at the leading edge of new products and ideas to remain competitive … Creative entrepreneurs must contribute to the development of destinations … Tourism policies must be geared towards innovation

Decentralisation to destinations is the watchword of the modern tourism industry”

Francesco Frangialli, Secretary General UNWTO, 2007
Transforming the Med

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

http://www.worldofarcadian.com/about/
“The friendliness and hospitality of residents can, without doubt, strongly influence the destination’s image”
Beerti (2004). Factors Influencing a Destination’s Image

Service Design and Tourism

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

Design thinking
• clarity of purpose;
• become your market;
• be a disruptor;
• own the change experience
Quality

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