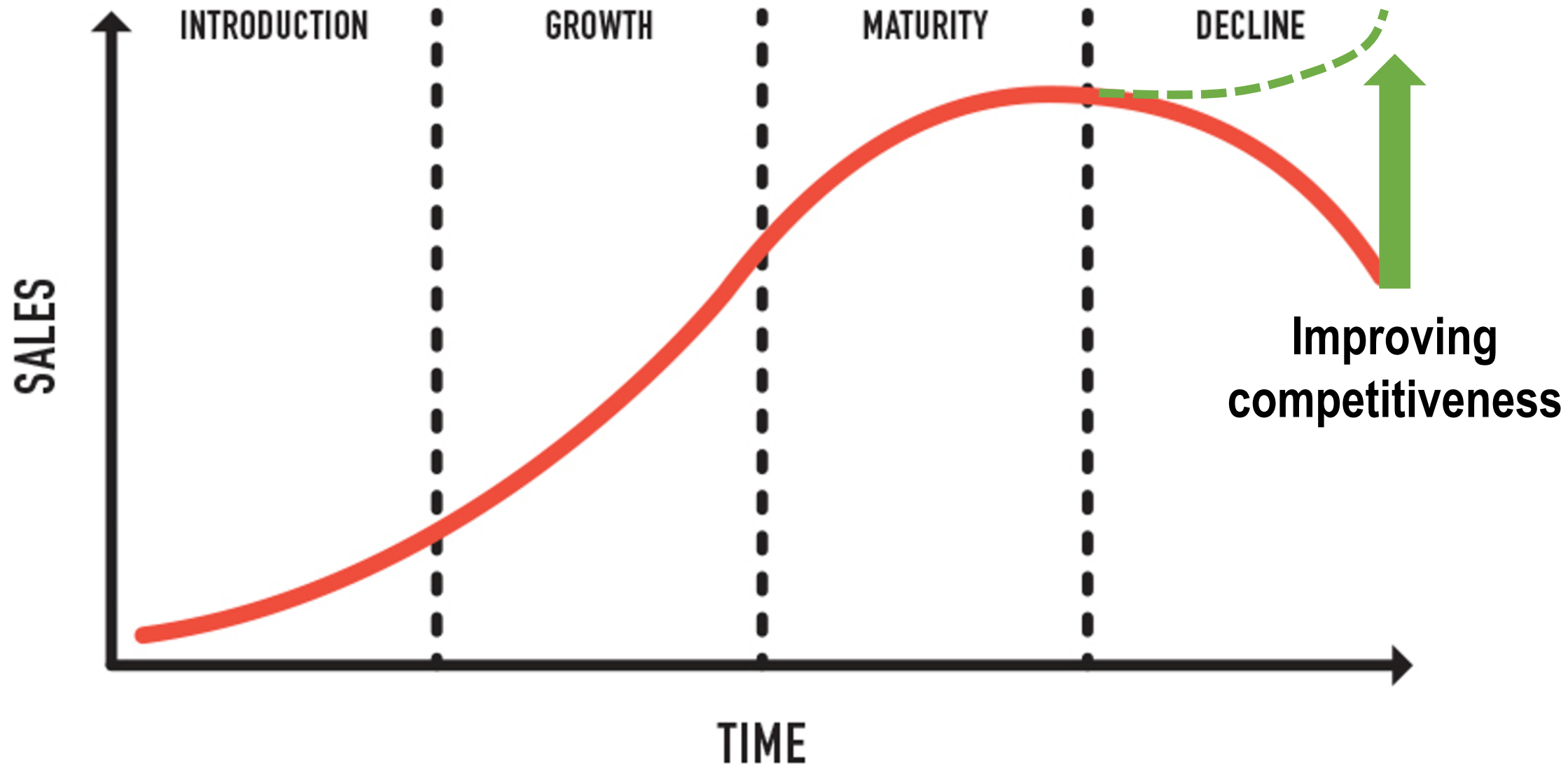




THE 14<sup>th</sup> UNWTO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAMME ON TOURISM POLICY AND STRATEGY

## **Product Development and Commercialization of Tourism Experiences in Rural Areas**

Session 2  
Augusto Huescar  
UNWTO Consultant



## Competitiveness defined

Capacity to be more profitable than the sector's average despite the 5 competitive forces

# Competitiveness

Our ability to **compete**

To offer same experience(s)  
in better conditions (price,  
security, hygiene, etc.)

OR

To offer better experience(s)  
in similar conditions (price,  
security, hygiene, etc.)



**It's all about the product!!**



PRODUCT DEVELOPMENT



**Competitiveness**

**Economic development**

**Social development**

**Prosperity**

**Wellbeing**





The question is...

**HOW?**

By using

RESOURCES, TOOLS & PROCESSES

that allow offering tourism experiences

WORTH PAYING FOR





# RESOURCES



*Human*



*Financial*



*Natural*





# TOOLS



## Market research

- ✓ Spot trends
- ✓ Understand consumer's needs and expectations
- ✓ Adapt your offer
- ✓ Industry Insights (see [travelinsights.withgoogle.com](https://travelinsights.withgoogle.com))
- ✓ Etc.



## Digital tools

- ✓ Management (stocks, online ticketing, revenue management, etc.)
- ✓ Marketing (see <https://grow.google/intl/europe/>)
- ✓ Artificial Intelligence
- ✓ Etc.

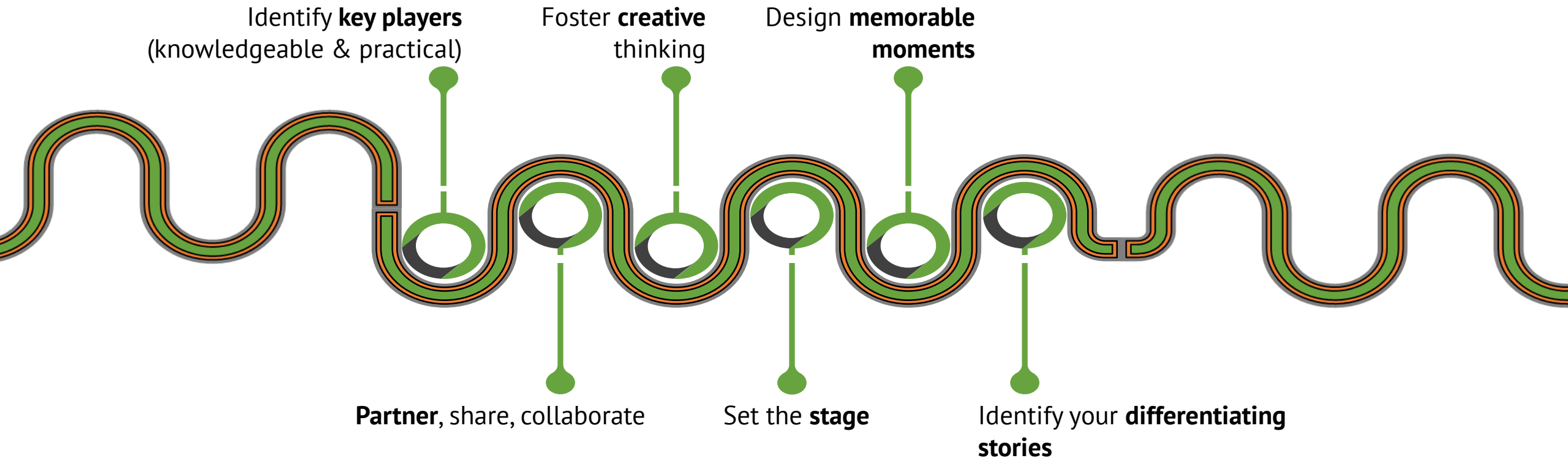


## Labels & certifications

- ✓ Increased visibility and credibility



# PROCESSES



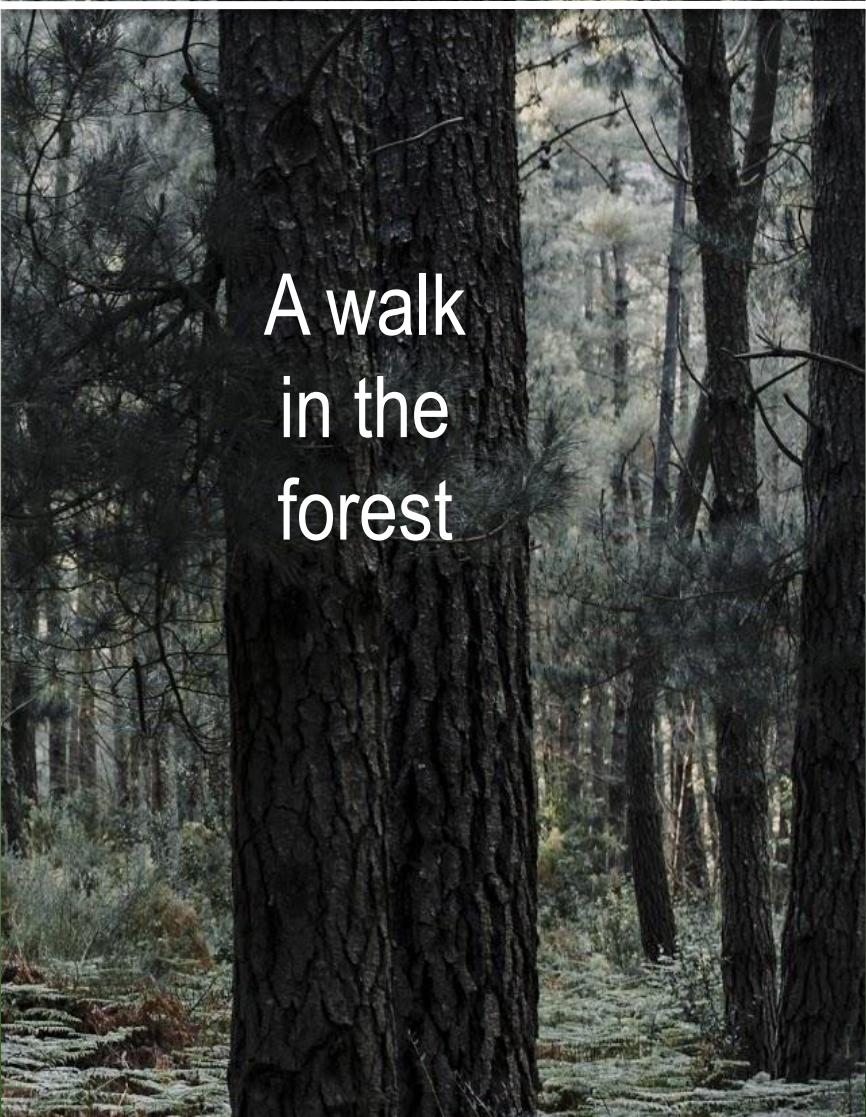


**The experience  
factor**



A photograph of a forest with tall, dark tree trunks and some sunlight filtering through the canopy.

**Activity**

A photograph of a forest with tall, dark tree trunks and some sunlight filtering through the canopy.

A walk  
in the  
forest



## Positive/ intense emotional states

- Surprise
- Excitement, risk
- Exclusivity, ultra-quality
- Extreme hours
- Climate conditions
- Rare infrastructure
- Breathtaking beauty
- Formative/ educational
- Exotic fauna, flora, food
- Freedom
- Distance, isolation
- Etc.





...you create memories



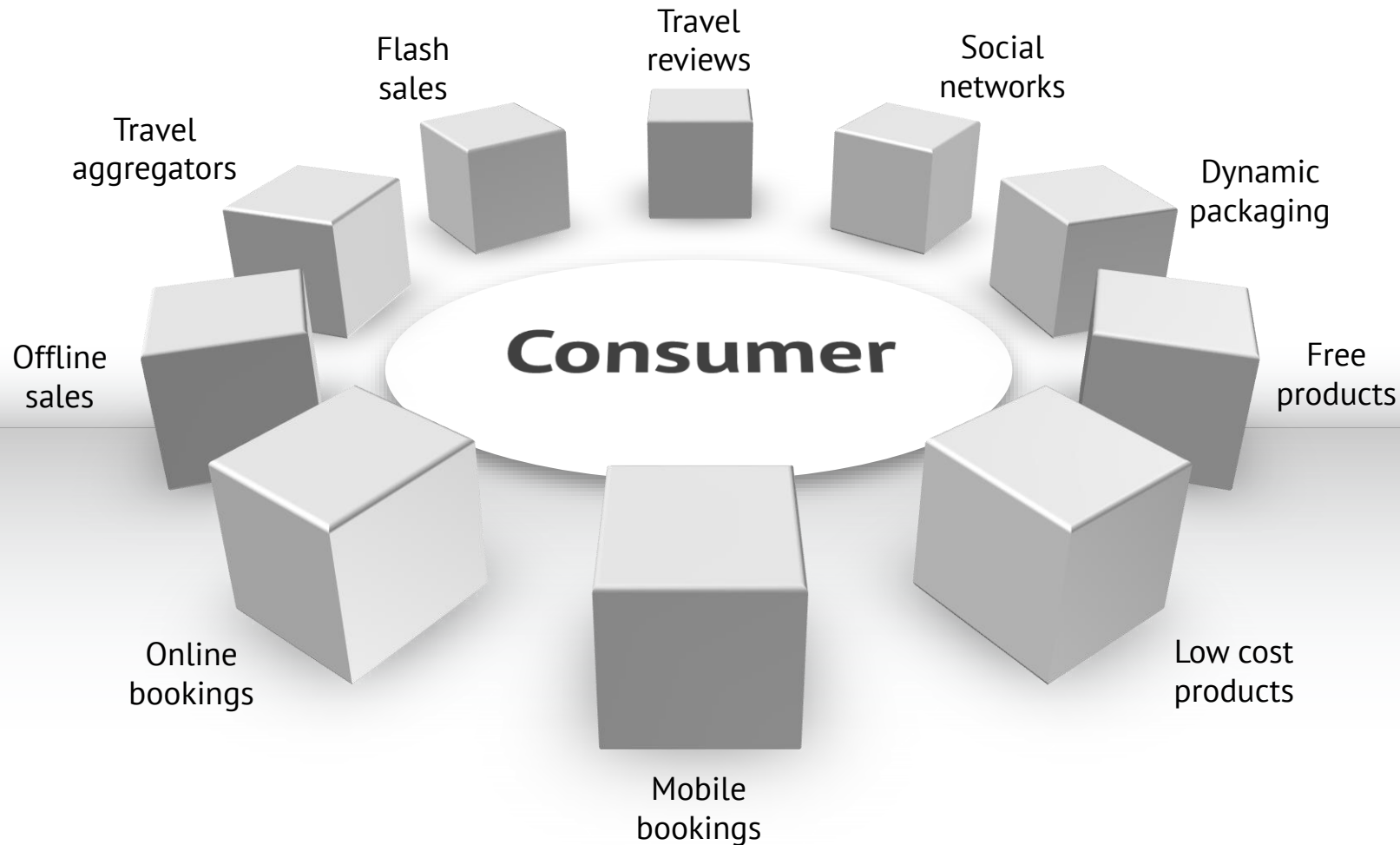




*Unfortunately...*

**IT TAKES TIME**

# It's a buyers' market!!





**Only a few consumers will turn into customers (purchase our offer)**



To be bought, the product needs to be

**ON THE SHELF**





For  
consumers

For  
intermediaries



# To be **ON THE SHELF**:

1. Find experienced sellers and partner with them
2. Push direct sales (through own channels)
3. Share commercial costs with your local network of experience providers
4. Use reservation platforms/ engines



A scenic view of a traditional wooden house on stilts in a lush green valley with mountains in the background. The house has a dark, corrugated metal roof and two large windows with woven bamboo shutters. It is situated on a wooden platform over a body of water. In the background, there are green rice fields, a small wooden structure with a satellite dish, and misty mountains. The text "THANK YOU!" is overlaid in a large, green, italicized font.

*THANK YOU!*

Augusto Huescar  
UNWTO Consultant