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Collaborating member of the Smart Destinations Network



DESIGN AND DEVELOPMENT OF TOURISM PRODUCTS (AND TOURIST PRODUCT CLUBS)

The high levels of competition within the tourism industry, and the need to generate coordinated promotion and marketing structures that can provide more effective access to the tourism market, have made it necessary to seek new formulas based on quality control, that adjusts to visitors' tourism needs, and above all to anything related to the development of "tourism products". In this regard, a tourism product club allows the tourist destination to be positioned with a specific quality brand.

A tourist product club is a **management and planning tool, through which a group of companies and entities agree, as part of a public-private collaborative framework, to work together in an organised manner** to develop new tourism products for a specific market segment, as well as increasing the value of existing products.

It is a mechanism to **develop, value, commercialise and promote** the different tourist activities and attractions that exist in the destination, as well as a tool for cooperation between different public and private institutions in order to better make use of tourist activities, and generate wealth and employment.

Participation in the club by different entities or companies is voluntary, and is the result of the shared need to establish new opportunities for the sector that boost the creation of jobs, new company activities and tourist spending. The main objective is to create more complex, better developed products that are competitive with regard to a specific type of tourism, based on a structure and level of organisation that guarantees their compliance with pre-established standards, facilitating their promotion and commercialisation within the tourism market.

Scope of smart destination application

Governance

Solutions for destinations in the following areas



Type of solution

