

Prerequisite status: -	Unit Type: Theoretical	The number of units: 2	Name of the lesson: The Planning and Development of the Tourism Product
Type of additional practical training: Has it <input checked="" type="checkbox"/> does not have <input type="checkbox"/> Science travel <input checked="" type="checkbox"/> Laboratory <input type="checkbox"/> Workshop <input type="checkbox"/> Seminar <input checked="" type="checkbox"/>		The number of hours: 32	Expert professor to teach: Geographer specializing in tourism
Goals: Acquaintance with the concepts, perspectives, approach, and process of tourism product planning and development			
Headlines 1- Definition of concepts and terms: tourism product, tourism product development, product levels, sustainable tourism product, product quality 2- Constituent elements of the tourism product - Attraction - Infrastructure and transportation - Accommodation, catering, and other facilities - Sales and distribution - Side activities 3- Product development planning approaches 4- Tourism product planning and development framework 5- Product development and planning strategies 6- Development, diversification, and tourism product marketing strategies 7- Principles and measures of development and improvement of existing or new tourism products 8- Supply chain and tourism product value 9- Tourists' reaction to the tourism product (experiential reaction, emotional reaction, physical reaction) 10- Analysis of behavior and improvement of the tourist experience 11- Tourism product life cycle 12- Innovation and originality in all kinds of developing tourism products 13- Management and planning of product supply by tour operators and travel service agencies 14- Summary and comparative comparison of tourism product development and planning in Iran			
Reference 1- Development of Tourism Product, 2014, Abolfazl Tajzadeh (Translator), Vahid Marzi (Translator),			

Simai Danesh Publisher, Azar

2- Edward Inskeep, Mahmoud Hasanpour, 2019, Tourism Planning: An Integrated and Sustainable Approach to Tourism Planning and Development, Mahkameh

3- Shalbafian, Ali Asghar, Abdoli, Maryam, Khazaei, Fatemeh, 2018, Thematic Tourism: Product Development Strategy in Emerging Tourism Destinations, Study sample: Semnan province, the third international conference on tourism, geography and clean environment, Hamadan

۴- UNWTO, ۲۰۱۱, Handbook on Tourism Product Development

5- Luo, Yuhua, Jiang, Jinbo, Bi, Doudou (Eds.), 2020, Tourism Product Development in China, Asian and European Countries, Springer

۶- Hasan Ahmed Bhuiyan, ۲۰۱۰, PRODUCT DEVELOPMENT PLAN FOR TRAVEL AGENCY Case: Moon Travel, International Business International Management.

۷- Camilleri, M.A. (۲۰۱۸), The Planning and Development of the Tourism Product, Camilleri, M.A. (Ed.) Tourism Planning and Destination Marketing, Emerald Publishing Limited, pp. 1-23.

8- Varvara Kozhevnikova, 2016, New Tourism Product Development Case: "Guided Tour to Savonlinna for Saimia International Students," Saimaa University of Applied Sciences.

9- COMCEC COORDINATION OFFICE, 2013, Tourism Product Development And Marketing Strategies In the COMCEC Member Countries.