

**Empowering rural communities to digitize,
share and exploit Sense of Place across Europe
through inter-generational exchange |
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**Module 7: Activity 3
Tourism Product Concept Template**

**ERASMUS+ KA2 Adult
Cooperation Partnerships in Adult
Project Number 2024-1-IS01-KA220-ADU-000251000**

Module 7: Activity 3: Tourism Product Concept Template

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Tourism Product Concept Template

1. Tourism Product Title

Provide a clear and engaging title for your tourism product.

Your answer:

2. Area Where the Tourism Product Is Experienced

Provide a brief description of the area you selected.

Your answer:

3. Tourism Product Statement

Provide the description of your tourism product.

Ensure that it clearly explains:

- What the experience is.
- Where it takes place.
- What makes it meaningful and attractive for visitors.

Your answer:

4. Target Visitors

Identify the main target group for your tourism product.

Specify the key characteristics of the identified target demand profile.

Why is this tourism product suitable for this target group?

Your answer:

5. Intangible Cultural Heritage Element (Core of the Tourism Product)

Describe the ICH element at the core of your tourism product.

- Cultural practice, tradition, or knowledge involved.
- How will visitors experience this Intangible Cultural Heritage element?

Module 7: Activity 3: Tourism Product Concept Template

Your answer:

6. Experience and Activities (Based on the Cultural Heritage Element)

Describe the visitor experience and activities.

List the main activities included in the experience.

Your answer:

7. List the Main Local Stakeholders and Partners Involved in the Experience

Identify the main local stakeholders and partners involved in delivering the tourism experience.

Your answer:

8. Services and Organisation (Feasibility Check)

Identify the services required to deliver this tourism experience.

- List the key services needed.
- For each service, indicate whether it is already available in your area or needs to be developed.

Your answer:

9. Communication and Distribution

Define how the tourism experience will be communicated and distributed to potential visitors.

- Indicate which physical and/or digital channels will be used to promote the designed product.
- Indicate which channels will be used to sell the designed product.

Your answer:

Module 7: Activity 3: Tourism Product Concept Template

10. Final Reflection (Preparation for Presentation)

Review your tourism product and ensure that you can clearly explain:

- The tourism experience.
- The Intangible Cultural Heritage element.
- The target visitors.
- How the experience will take place.
- The services required.
- How the experience will be communicated and sold.