

Identification	Subject	THM 410 Tourism Product Development- 3KU/6ECTS	
	Department	Economics and Management	
	Program	Undergraduate	
	Term	Fall 2026	
	Instructor	Gunash Zalova	
	Email	zalova.gunash@khazar.org	
	Classroom/hours		
Prerequisites	THM 102 Introduction to Tourism		
Language	English		
Compulsory/Elective	Compulsory		
Textbooks and course materials	<i>Core textbook:</i> <i>Specialised Tourism Products: Development, Management and Practice — Ivana Kursan Milaković, Ivan Peronja — 2024</i>		
Course outline	The course provides a systematic examination of the key concepts, principles, and practices related to tourism products and their development. It covers the characteristics and components of tourism products, tourism product planning and design, market segmentation, consumer behavior, destination development, product positioning, branding, pricing, promotion, and distribution. Particular attention is given to sustainable tourism product development, innovation, emerging tourism trends, and the role of digital technologies in enhancing tourism experiences and competitiveness.		
Course objectives	The course aims to provide students with a comprehensive understanding of the theoretical foundations and practical dimensions of tourism product development. It focuses on the analysis, design, management, and marketing of tourism products in response to evolving consumer needs and market dynamics. The course also aims to develop students’ analytical and strategic skills in evaluating tourism products, enhancing destination competitiveness, and addressing contemporary challenges within the tourism industry.		
Learning outcomes	• Demonstrate a comprehensive understanding of the fundamental concepts and principles of tourism products. • Analyze the structure, characteristics, and components of tourism products. • Evaluate tourism product positioning, competitiveness, and market potential. • Develop effective strategies for the marketing and promotion of tourism products. • Apply theoretical knowledge to practical tourism product development and destination management contexts. • Identify and evaluate tourist needs, preferences, and emerging market trends.		
Teaching methods	Case analysis/ Exercises/Assignments		X
	Group discussion		X
	Lecture		X
Evaluation Criteria	Methods	Date/deadlines	Percentage (%)
	Midterm Exam	TBA	30
	Attendance		5
	Activity		5
	Group project		10
	Quizzes	5th Week and 14th Week	10
	Final Exam	TBA	40

		Total points		100
Policy	Attendance. Students exceeding the 25% absence limit will not be allowed to participate at final exam. The students are required to attend all classes as part of their studies and those having legitimate reasons for absence (illness, family bereavement etc.) are required to inform the instructor. Activity. Activity is important for doing well in the course. Students will be graded for your active engagement with the material and your peers. The good research work, activity and participation will account for 5 % of the total course grade. Quizzes: There will be two quizzes throughout the course. The quizzes might be made of multiple-choice questions, true/false questions, and short open questions. The questions will cover the subjects learned until each preceding class. Each quiz will be 5 points. Group Project: There will be a project. A situation will be given to students; a leader will be chosen. They will analyze the situation according to knowledge they learned. If it is a presentation the work of the group will not only graded based on the job they did, but also how they were successful to work as a team. If it is a project, it will be graded individually. Academic Dishonesty: Students are expected to conduct themselves in a professional manner. Academic dishonesty such as plagiarism and cheating will not be tolerated. Therefore, students are expected to be honest and ethical in their academic work. Cases of academic dishonesty will be immediately reported to the Director’s office for disciplinary action. Cheating/plagiarism. Academic integrity is fundamental to the activities and principles of a university. Breaches of the academic integrity will lead to assignment cancellation. When in doubt about plagiarism or any other form of cheating, consult the course instructor. Use of AI – Permitted for partial use only. You may use it to better understand the topic, map out the structure, and brainstorm ideas for your group project.			
Tentative Schedule				
Week	Date/Day	Topics	Textbook/ Assignments	
1		Introduction to Tourism Products: Concept, Nature and Characteristics	Tourism Management (5th Edition) — David Weaver, Laura Lawton — 2022	
2		The Role and Importance of Tourism Products in the Tourism Industry	Tourism Product Development (2nd Edition) — 3G E-Learning LLC — 2023	
3		Types and Classification of Tourism Products	Tourism Product Development (2nd Edition) — 3G E-Learning LLC — 2023	
4		Components and Structure of a Tourism Product	Specialised Tourism Products: Development, Management and Practice — Ivana Kursan Milaković, Ivan Peronja — 2024	
5		Tourist Needs, Motivation and Consumer Behaviour. Quiz 1.	The Business of Tourism (12th Edition) — J. Christopher Holloway, Claire Humphreys — 2022	

6		Sustainable Tourism Product Development	Tourism Product Development (2nd Edition) — 3G E-Learning LLC — 2023
7		Nature-Based and Ecotourism Products	The Business of Tourism (12th Edition) — J. Christopher Holloway, Claire Humphreys — 2022
8		Mid-term Exam	
9		Marketing and Promotion of Tourism Products	Specialised Tourism Products: Development, Management and Practice — Ivana Kursan Milaković, Ivan Peronja — 2024
10		Digital Technologies and Social Media in Tourism Product Marketing	Specialised Tourism Products: Development, Management and Practice — Ivana Kursan Milaković, Ivan Peronja — 2024
11		Cultural and Heritage Tourism Products	Tourism Product Development (2nd Edition) — 3G E-Learning LLC — 2023
12		Destination as a Tourism Product	Specialised Tourism Products: Development, Management and Practice — Ivana Kursan Milaković, Ivan Peronja — 2024
13		Adventure, Wellness and Special Interest Tourism Products	Tourism Product Development (2nd Edition) — 3G E-Learning LLC — 2023
14		Artificial Intelligence (AI) in Tourism Product Development and Personalization Quiz 2	Tourism Product Development (2nd Edition) — 3G E-Learning LLC — 2023
15		Tourism Product Life Cycle and Strategies for Product Rejuvenation/ Preparation to exam.	Revision
		Final Exam	