

Identification	Subject	THM 410 Tourism Product Development - 3KU credits (6 ECTS)	
	Department	Economics and Management	
	Program	Undergraduate	
	Term	Fall, 2024	
	Instructor	Murad Rizvanqaya	
	Email	murad.alili@khazar.org	
	Classroom/hours	18:30, 122 Bashir Safaroghlu St, Baku 1009, Khazar university	
	Office hours		
Prerequisites	THM 102 Introduction to Tourism		
Language	English		
Compulsory/Elective	Compulsory		
Textbooks and course materials	<p>Innovation Management and New Product Development, Paul Trott, 7th edition 2021</p> <p>Türsab AKADEMİ “Turizm Ürün ve Hizmetleri” 2020</p> <p>Tourism Product Development Peter Mac Nulty& Robert Cleverdon 1st Edition 2011</p> <p>Service Operations Management 5th edition by Robert Johnston, Graham Clark, Michael Shulver 2020</p>		
Course outline	<p>This course aims to provide detailed understanding of the physical designing of tourism products based on regional and global designing principles. Learners are introduced to the development of tourism products in this course. The course also emphasizes new product development (NPD), market research and how it affects NPD, strategy for NPD in the tourism industry, and problems with NPD in the tourism industry.</p>		
Course objectives	<p>With an awareness of current difficulties surrounding product development in the tourism industry, students will learn about the development of tourism products.</p> <p>Understanding the key components of a successful tourism product is one of the course's learning objectives.</p> <p>Another is to analyze products at work using SWOT analysis, tangibles, and augmented (product-enhancing) features. Product and benefit evaluation</p> <p>Managing prices and pricing policies for new and existing items.</p> <p>To recognize the range of practices used by tourist companies. An analysis of tourism products</p> <p>Product development: problems and answers; Product planning (producers, products, the market, and needs);</p> <p>Product planning and analysis, including SWOT and features and advantages evaluation.</p> <p>The role of pricing in product development, including its functions and influence.</p> <p>The elements of successful pricing, including the minimum and maximum prices as well as target-profit pricing, cost-plus pricing, perceived value pricing, going rate pricing, and sealed bid pricing.</p>		
Learning outcomes	<p>Students should be able to:</p> <ul style="list-style-type: none"> • initiate and conduct advanced analysis and research in the field of tourism product development comprehend methods of successful tourism product development and destination development by the end of this course. • facilitate the evaluation of a destination's tourism potential and create a tourism development plan as well as advertise new goods • managing new and existing item prices and pricing guidelines. • product value and success • to be aware of the variety of procedures utilized by travel agencies. 		
Teaching methods	Case analysis		x
	Group discussion		x
	Lecture		x
	Course paper		x
	Others (quiz)		x
Evaluation Criteria	Methods	Date/deadlines	Percentage (%)
	Midterm Exam	TBA	30
	Activity		5
	Attendance		5
	Presentation	Week 10	10
	Project	Week 15	10
	Final Exam	TBA	40
	Total		100

Policy	<p>Attendance: Students exceeding the 25% absence limit will not be allowed to participate at final exam.</p> <p>Activity shall mean active participation i.e. asking and answering the question, contribute with insights and feedback, and demonstrate willingness and dedication to be part of an overall class discussion</p> <p>Preparation for class The structure of this course makes your individual study and preparation outside the class extremely important. The lecture material will focus on the major points introduced in the text. Reading the assigned chapters and having some familiarity with them before class will greatly assist your understanding of the lecture. After the lecture, you should study your notes and work relevant problems from the end of the chapter and sample exam questions. Throughout the semester we will also have a large number of review sessions. These review sessions will take place during the regularly scheduled class periods.</p> <p>Withdrawal (pass/fail) This course strictly follows grading policy of the School of Economics and Management. Thus, a student is normally expected to achieve a mark of at least 60% to pass. In case of failure, he/she will be referred or required to repeat the course the following term or year. For referral, the student will be required to take examination scheduled by instructor.</p> <p>Cheating/plagiarism Cheating or other plagiarism during the Mid-term and Final Examination will lead to paper cancellation. In this case, the student will automatically get zero (0), without any considerations.</p> <p>Professional behavior guidelines. The students shall behave in the way to create favorable academic and professional environment during the class hours. Unauthorized discussions and unethical behavior are strictly prohibited.</p> <p>Presentation & Project: There will be presentations and 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.</p>
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Tentative Schedule

Week	Date/Day	Topics	Assignments
1		Introducing Service Operations Management	Tourism Product Development Peter Mac Nulty & Robert Cleverdon Ch.1
2		Understanding the Challenges for Operations Managers Developing and using the Service Concept	Tourism Product Development Peter Mac Nulty & Robert Cleverdon Ch2, Ch.3
3		Understanding Customers and Relationships	Tourism Product Development Peter Mac Nulty & Robert Cleverdon Ch.4
4		Managing Customer Expectations and Perceptions	Tourism Product Development Peter Mac Nulty & Robert Cleverdon Ch.5
5		Managing Supply Networks and Supply Relationships	Tourism Product Development Peter Mac Nulty Ch.6
6		Designing the Customer Experience	Tourism Product Development Peter Mac Nulty & Robert Cleverdon Ch 7

7		Designing the Service Process	Tourism Product Development Peter Mac Nulty & Robert Cleverdon Ch.8
8		Measuring, Controlling and Managing	Tourism Product Development Peter Mac Nulty & Robert Cleverdon Ch.9
9		Mid-term	
10		Managing People	Tourism Product Development Peter Mac Nulty & Robert Cleverdon Ch.10
11		Managing Service Resources	Tourism Product Development Peter Mac Nulty & Robert Cleverdon Ch.11
12		Deriving Continuous Improvement	Tourism Product Development Peter Mac Nulty & Robert Cleverdon Ch.12
13		Learning from Problems Learning from Other Operations	Tourism Product Development Peter Mac Nulty & Robert Cleverdon Ch.13, Ch. 14
14		Creating and Implementing the Strategy	Tourism Product Development Peter Mac Nulty & Robert Cleverdon Ch. 15
15		Understanding and Influencing Culture- Presentation	Tourism Product Development Peter Mac Nulty & Robert Cleverdon Ch. 16
16		Final exam	