

Identification	Subject (Code, title, credits)	THM 410 Tourism Product Development- 3KU credits (6 ECTS)
	Department	Economics and Management
	Program	Undergraduate
	Term	Fall, 2025
	Instructor	Ulker Ibadlı
	E-mail	
	Classroom/hours	
Prerequisites	THM 102 Introduction to tourism	
Language	English	
Compulsory/Elective	Compulsory	
Required textbooks and course materials	<p>Core textbooks:</p> <ul style="list-style-type: none"> Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. (2021). <i>Marketing for hospitality and tourism</i> (8th ed.). Pearson. World Tourism Organization (UNWTO) & European Travel Commission (ETC) (2011). <i>Handbook on tourism product development</i>. UNWTO. <p>Supplementary textbooks:</p> <ul style="list-style-type: none"> Seric, N., Milakovic, I.K., & Peronja, I. (2024). <i>Specialised Tourism Products: Development, Management and Practice</i>, Emerald Trott, P. (2021). <i>Innovation Management and New Product Development</i> (7th ed.). Pearson Kotler, P. ve Keller, K.L. (2021). <i>Marketing Management</i> (16th ed.). Pearson Johnston, R., Clark,G., Slack, N., & Shulver, M. (2020). <i>Service Operations Management</i> (5th ed). Pearson 	
Course outline	<p>This course provides a comprehensive examination of the tourism product development process. It covers the concept of tourism products and the stages of tourism product development, while evaluating the economic, social, cultural, and environmental variables that influence product development. The course also addresses destination strategies and the role of destination authorities in the development process. Additionally, it explores the new product development process, planning principles, analytical and evaluation tools, branding strategies, pricing approaches, distribution channels, and promotional methods. Sustainable tourism product development practices and destination-specific variations are also integral components of the course content.</p>	
Course objectives	<p>The primary objective of this course is to enable students to comprehend the tourism product development process from a holistic perspective. It aims to equip students with the competencies to analyze product development, differentiation, branding, pricing, and promotion processes within the tourism sector. Furthermore, the course seeks to provide knowledge, skills, and attitudes necessary for developing innovative tourism products within the framework of sustainability principles.</p>	
Learning outcomes	<p>Students are able to:</p> <ul style="list-style-type: none"> explain the definition, characteristics, and development process of a tourism product. evaluate the economic, social, cultural, and environmental factors influencing the tourism product development process. examine the role of destination management and authorities in the tourism product development process. apply the necessary methods and strategic approaches in the development of new tourism products. analyze branding, pricing, distribution, and promotion strategies in tourism products. 	

	<ul style="list-style-type: none">plan examples of tourism product development in accordance with sustainability principles.		
Teaching methods	Lecture		✓
	Practices		✓
	Group discussion		✓
	Case analysis		✓
Evaluation	Methods	Date/deadlines	Percentage (%)
	Midterm Exam	To be announced	30
	Attendance		5
	Activity		5
	Quizzes	To be announced	10
	Individual Projects	To be announced	10
	Final Exam	To be announced	40
	Total		100
Policy	<p>Attendance: Students exceeding the 25% absence limit will not be allowed to participate in the final exam. 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 on 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 the 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 consideration.</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>		
Tentative Schedule			
Week	Date/Day Tentative	Topics	Textbook
1		Introduction to Tourism Product and Tourism Product Development	World Tourism Organization & European Travel Commission, <i>Handbook on tourism product development</i> . Ch.1

			Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S., <i>Marketing for hospitality and tourism</i> . Ch.9
2		Variables Influencing Tourism Product Development	World Tourism Organization & European Travel Commission, <i>Handbook on tourism product development</i> . Ch.1
3		Destination Strategy and Role of Destination Authorities for Tourism Product Development	World Tourism Organization & European Travel Commission, <i>Handbook on tourism product development</i> . Ch.1
4		Destination Variations	World Tourism Organization & European Travel Commission, <i>Handbook on tourism product development</i> . Ch.5
5		Fundamentals of Tourism Product Development Planning	World Tourism Organization & European Travel Commission, <i>Handbook on tourism product development</i> . Ch.2
6		Principles and Procedures for Tourism Product Development	World Tourism Organization & European Travel Commission, <i>Handbook on tourism product development</i> . Ch.2
7		New Product Development Process	Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S., <i>Marketing for hospitality and tourism</i> . Ch.9
8		Investigating the Potential for Tourism Product Development – Analytical Tools	World Tourism Organization & European Travel Commission, <i>Handbook on tourism product development</i> . Ch.3
9		Midterm Exam	
10		Branding Strategy	Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S., <i>Marketing for hospitality and tourism</i> . Ch.9
11		Pricing Approaches and Strategies: New Product Pricing Strategies	Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S., <i>Marketing for hospitality and tourism</i> . Ch.11
12		Distribution Channels for Tourism Products	Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S., <i>Marketing for hospitality and tourism</i> . Ch.12
13		Promoting Products	Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S., <i>Marketing for hospitality and tourism</i> . Ch.11
14		Sustainable Tourism Product Development	Benur, A. M., & Bramwell, B. (2015). Tourism product development and product diversification in destinations. <i>Tourism management</i> , 50, 213-224 Haid, M., & Albrecht, J. N. (2021). Sustainable tourism product development: An application of product design concepts. <i>Sustainability</i> , 13(14), 7957. Presentation materials
15		Model Approach to Tourism Product Development	World Tourism Organization & European Travel Commission, <i>Handbook on tourism product development</i> . Ch.4
16		Final Exam	