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Tourism Product Development as Practice Case Northern Finland

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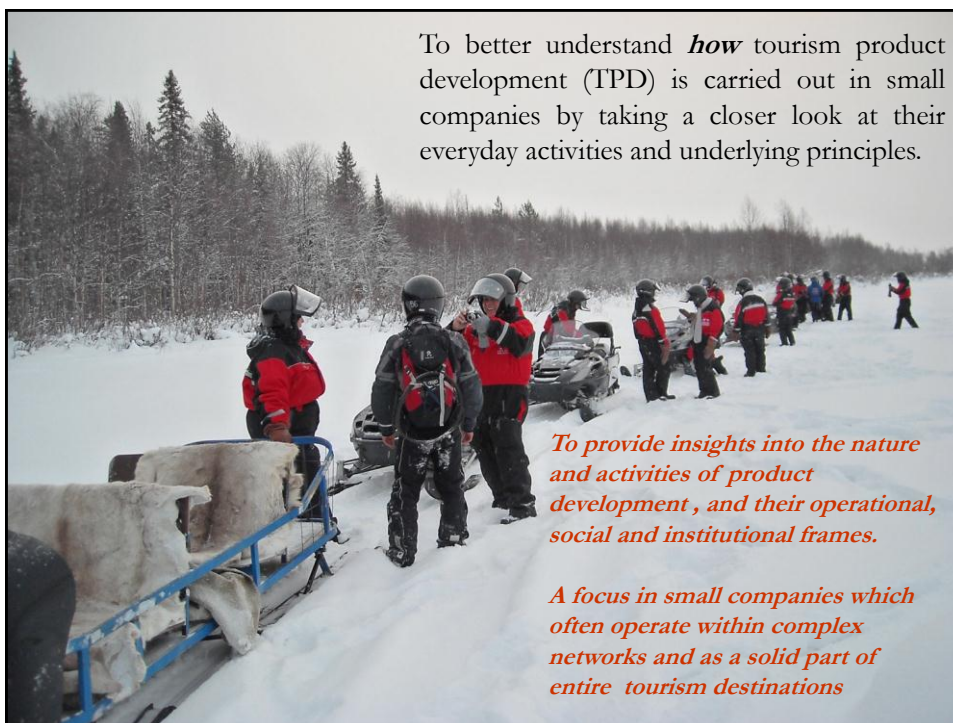


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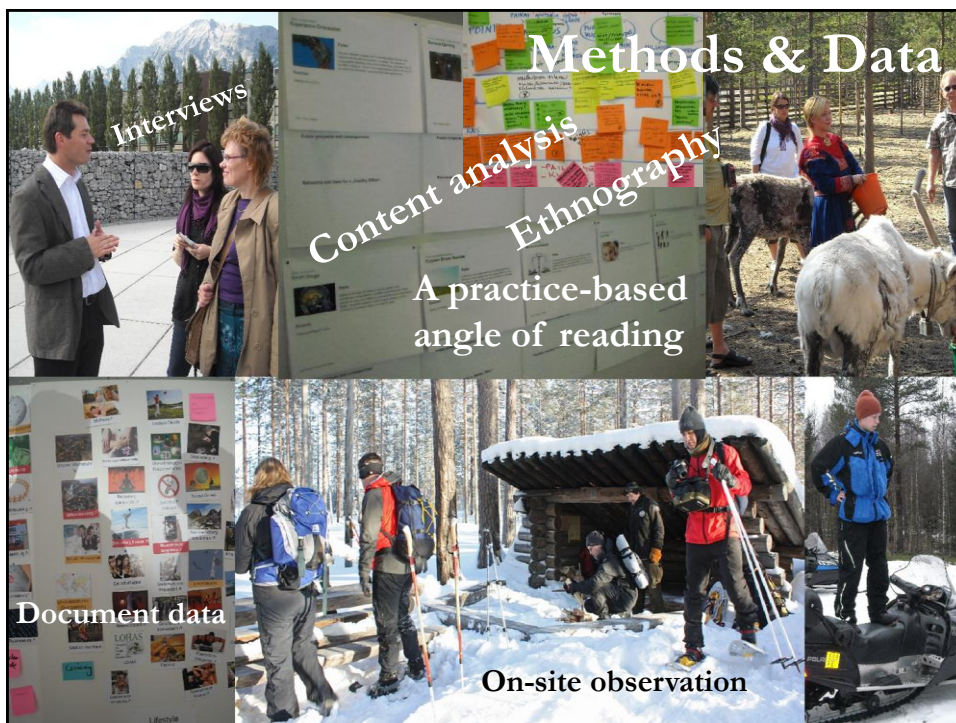
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TPD as Practice

- **Building theory from practice** (see Schultz & Hatch 2005)
- **From traditional managerial and marketing perspectives to a more fine-grained socio-cultural analysis**
- **By practice we mean a routinized way of saying, doing and performing which consists of bodily and emotional performances** (see e.g. Schatzki 2000, Reckwitz 2002, Gherardi 2009)



Eight Frames for Tourism Product Development

Tourism specific frames

Universal industrial / social frames



Omnipresent nature of seasonality of tourism and the ways it is seen either as an opportunity or a business constraint

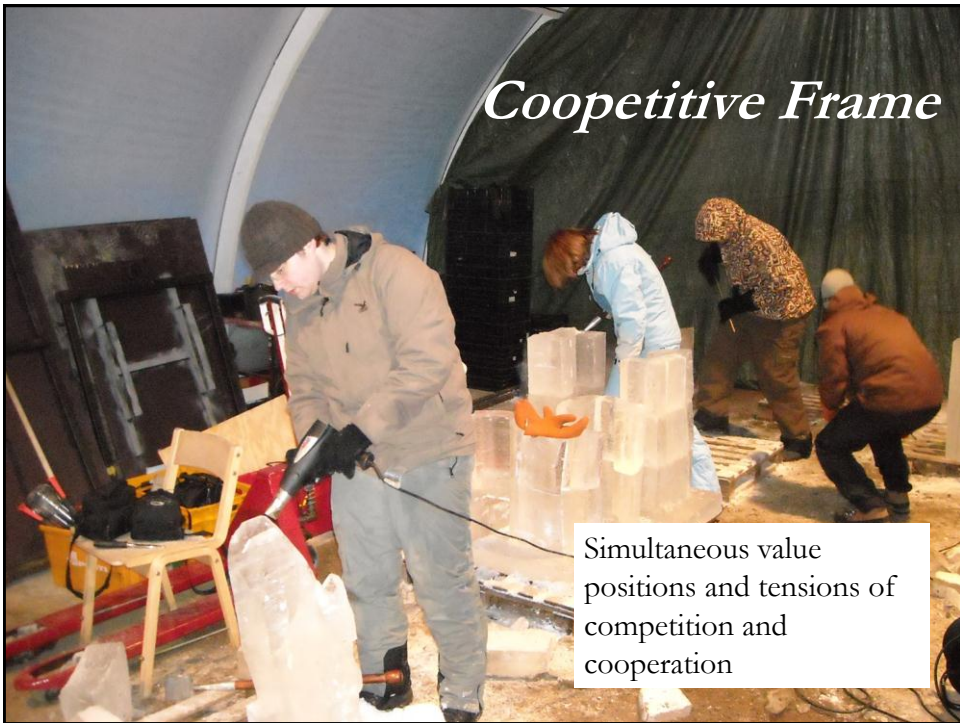


*Seasonality
Frame*



*Locality
Frame*

Use of local elements in TPD for innovativeness and differentiation





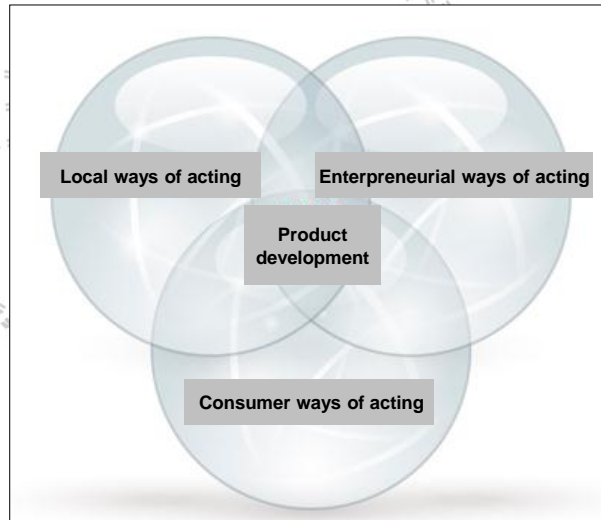
Main Theses

- TPD seems to take place in the aforementioned frames but product development practice keeps modifying these frames
- TPD varies from a more or less systematic process to *ad hoc* work
- TPD is a complex and manifold practice – calls for creativity and innovation
- Studying the interplay of production and consumption helps to grasp the complexity of co-creation
- For enhancing creativity and innovation in tourism, we should acknowledge that the product is never ready
- **How to balance with the complex challenges of TPD?**

Towards Holistic TPD

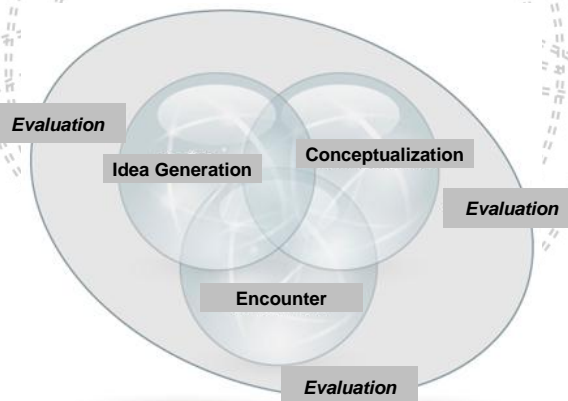
- **Experiences are co-created in encounters of local, entrepreneurial and consumer ways of acting**
- **From production and customer orientation to operating environment centric TPD**
- **Identification of manifold customerships**
- **From managerial, linear models to continuous ongoing processes**
- **Turning TPD from implicit to explicit**

Tourism products are co-created in encounters



(see also García-Rosell et al. 2007)

A holistic tourism product development process



Tourism Product Developer's Handbook 2010



Thank You!

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