Specialised Tourism Products

This page intentionally left blank

Specialised Tourism Products: Development, Management and Practice

BY

NEVEN ŠERIĆ

University of Split, Croatia

IVANA KURSAN MILAKOVIĆ

University of Split, Croatia

AND

IVAN PERONJA

University of Split, Croatia



Emerald Publishing Limited Emerald Publishing, Floor 5, Northspring, 21-23 Wellington Street, Leeds LS1 4DL

First edition 2024

Copyright © 2024 Neven Šerić, Ivana Kursan Milaković and Ivan Peronja. Published under exclusive licence by Emerald Publishing Limited.

Reprints and permissions service

Contact: www.copyright.com

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters' suitability and application and disclaims any warranties, express or implied, to their use.

British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

ISBN: 978-1-83549-409-7 (Print) ISBN: 978-1-83549-408-0 (Online) ISBN: 978-1-83549-410-3 (Epub)



Neven: To dear God who guides me and my children – Mia, Ela, Anea and Antoni. Ivana: To my husband, Marko, who was and is my lighthouse. Ivan: To my God and my family. This page intentionally left blank

Contents

List of Figures, Tables and Case Studies		ix
About the A	Authors	xi
Chapter 1	Introductory Notes	1
Chapter 2	Development Process of a Specialised Tourism Product	25
Chapter 3	Development of Ideas and Concepts	47
Chapter 4	Developing and Shaping the Marketing Strategy	57
Chapter 5	Business Analysis and Marketing Test of a New Specialised Tourism Product	63
Chapter 6	Development of a Specialised Tourism Product and Market Testing	79
Chapter 7	Tourism Product Policy and Sales Policy	89
Chapter 8	Introduction of a Specialised Tourism Product on the Market	95
Chapter 9	Brand and Brand Management of the Specialised Tourism Product	103
Chapter 10	Development and Management of a Specialised Tourism Product: Stay at the Adriatic Lighthouses	123
Chapter 11	Final Conclusions	139
References		143

This page intentionally left blank

List of Figures, Tables and Case Studies

Figures		
Fig. 1.	Sequence of Stages in the Development Process of a New Specialised Tourism Product.	27
Fig. 2.	Perceptual Map in the Third Stage of the Development Process of a New Specialised Tourism Product.	35
Fig. 3.	Presentation of the BCG Matrix of Specialised Tourism Products of <i>Destination X</i> .	38
Fig. 4.	Stončica Lighthouse on the Island of Vis (Arrow).	82
Fig. 5.	The Sušac Lighthouse on the Island of the Same Name (in the Square).	83
Fig. 6.	A Recommended Model for Creating a Dark Tourist Product.	115
Tables		
Table 1.	Researched Countries Classified Into Clusters.	15
Table 2.	Evaluation of the Overall Technical Efficacy of the Tourism Economy of the EU Member States.	16
Table 3.	Assessment of the Overall Technical Efficacy of the Tourism Economy of Non-EU Countries.	17
Table 4.	Assessment of Pure Technical Efficacy of Tourism Sectors of EU Member States.	18
Table 5.	Evaluation of the Pure Technical Efficacy of the Tourism Economy of Non-EU Countries.	19

x List of Figures, Tables and Case Studies

Table 6.	An Example of the Weighted Index Method in Evaluating New Product Ideas.	52
Table 7.	Adventure Activities – Descriptive Data.	68
Case Stud	ios	
Case Study Walking To	1: Company X, Split, Croatia – <i>Split</i>	28
Case Study	2: The Development Potential of Monastery	
Tourism	2. The Bevelopment Potential of Monastery	29
Case Study	3: Company Y – Tourist Stay at the Lighthouse	30
Case Study	4: Extreme Adriatic Warrior – Extreme	
Team Build		33
Comment	on the Distribution of Tourism Products in	
the BCG M	Matrix of Destination X	39
Case Study	5: Elaboration of Prototypes for the Tourist	
Service, Stay in the Lighthouse		80
Case Study 6: Dark Tourism		111
Case Study 7: Solo Female Travel		116

About the Authors

Neven Serić, PhD, is a Full Professor tenure at the Faculty of Economics Business and Tourism, University of Split, Croatia. He is still working in practice (consultant for creating and branding new tourist products). During 27 years of business career, he was the General Manager and a member of directors in some companies (Tehnicar; ACI, etc.). His known practice project is Stone Lights touristic valorisation of Adriatic lighthouses. At the University, he is engaged in marketing courses (Business logistics, Market research in tourism, Marketing strategy in tourism, Branding strategies and Marketing in hotel business). Was an active participant in more than 100 scientific conferences (keynote speaker, member of the scientific boards...), published more than 100 articles in international scientific journals, and more than 200 professional articles. Neven is the author of 13 scientific books, 11 book chapters and 14 professional books. He serves as a member of the editorial board and reviewer of several journals. Member of Cromar, Anahei, chairmanship in some international association, member of the board in sport clubs, voluntary donor of blood (41 times). He got many rewards and acknowledgements (scientific books, confession Blue Band of Viesnik – rescuing life on the sea, rector's award etc.). Neven is also an active English and French speaker and a passive Italian and German speaker. He is also a black belt karate master fourth Dan. Tae Kwon Do ITF master first Dan.

Ivana Kursan Milaković, PhD, is an Associate Professor at the Faculty of Economics, Business and Tourism, University of Split, Croatia. She has been working in practice for a decade in the IT sector in marketing job positions and is currently, for years, at the university within the marketing department. Here, she is engaged in several marketing courses, such as Consumer behaviour, Marketing communication and Brand management. Ivana is an active participant in many scientific conferences and has published in many international journals, such as the International Journal of Advertising, Business Ethics, the Environment & Responsibility, Electronic Commerce Research and Applications, International Journal of Retail and Distribution Management, Journal of Fashion Marketing and Management and International Journal of Consumer Studies. Ivana is a member of European Marketing Academy (EMAC) and Croatian Marketing Association (CROMAR). She serves as the editorial review board member of journals (e.g. Journal of Current Issues and Research in Advertising) and as an ad hoc reviewer for many scientific journals (e.g. International Journal of Advertising, International Journal of Consumer Studies, Journal of Business Research, Journal of Retailing xii

and Consumer Services, Journal of Fashion Marketing and Management). Ivana is also an active English and German speaker and a passive Italian and Spanish speaker. She has won many prizes and acknowledgements throughout her work, such as the rector's award and awards for scientific papers, cooperation and visibility.

Ivan Peronia, PhD, is an Associate Professor at the Faculty of Maritime Studies, University of Split, Croatia. He has been working in the maritime industry, education and science for over 15 years. At the University of Split, Faculty of Maritime Studies, he held various positions, serving as the vice-dean for management and finance, program director for maritime management studies and head of the lifelong learning centre for professional studies at the University of Split. He conducts courses in Maritime financial management, Economics for managers, Maritime and port management and Business process management. He won the University of Split Science Award and has published over 60 scientific and professional papers. He actively participated in several scientific meetings in the country and abroad. Actively participating in numerous national and international scientific conferences, he has published a series of scientific articles in international journals such as the Journal of Marine Science and Engineering, Cogent Engineering, Tourism, Our Sea, Transactions on Maritime Science and Scientific Journal of Maritime Research. Additionally, he is a member of the organising and program committees for several domestic and international conferences. He is an ad hoc reviewer for domestic and international scientific and professional journals, such as the Scientific Journal of Maritime Research and Transactions on Maritime Science. He possesses practical knowledge and experience in corporate management, having held leading positions in supervisory and management boards in various companies and institutions.