

Topic 4: Product Development Strategies for Better Visitor Experience

1. What are the practical methods to bring good interpretation and information to our clients in order to increase the quality of their experience including pre and post visit interaction with the clients?

- Access to everybody
- Standard information gathering
- Develop a good story to tell
- Share sustainability practices with travellers
- Find their needs
- Tools for feedback
- Proper translations
- IT tool for browsing activities and experiences



2. How ecotourism destinations can enhance the quality of the guest's experience?

- Quality information based on visitors' experience
- Rich experiences
- Quality adapted interpretation
- Quality communication between all actors
- Collect and use the feedbacks to improve the quality



3. What are the main ingredients for a quality ecotourism experience? Can they be monitored?

- Well-preserved nature and culture
- Local ownership
- Active vs passive community
- Opportunities for voluntary involvement in destination management
- FULL EXPERIENCE (all senses)
- Share values / experiences with travellers
- Targeted products and services

- Developing specific report forms for travellers



4. How can the products and destinations be communicated effective, successful and cost-effective on the real European tourism market?

- Using all online tools
- Newsletters
- Loyalty programs
- B2B (tour operators)
- B2C (travel guides and web pages)
- Employees (behaviour and living your values)
- Word of mouth

- Analyze and assess the tools to prioritize them