



METHODOLOGY FOR PRODUCT CREATION

EUSKY ROUTE SI2.655609

Our main objective when developing this methodology is to use a work procedure agreed between all the partners of the EU Sky Route project for astro tourism product creation in the participating regions.

The coordinator for each of the partners will be the contact person for the organizations/companies involved to continue with the work procedure which we have implemented until now.

Each partner will collect information related to tourism and astronomy experiences in their own country and, as well as elsewhere in the world.

Each partner will work on the astro product in their own region.

OBJECTIVES OF THE METHODOLOGY

- To identify resources with the greatest potential for developing the Star Tourism Product, defining potential new products and tourism services.
- To develop a Plan of Action to carry out pilot projects in the participating regions from June 2014 to April 2015 (duration of EUSky Route) with the first step being the creation of pilot experiences between INAF, NOESIS and TdT.

STEPS FOR CREATING A TOURISM PRODUCT

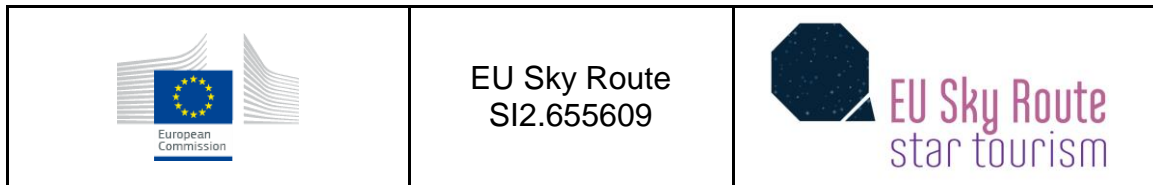
The project proposes that the process would be participatory, which means, direct contact must always be maintained with the identified entities and work will be organized through workshops with these entities.

To carry out the workshops, a proposal for the conceptualization of the tourism product is required. The goal is to present this proposal and receive feedback from the participants to improve the product and achieve the active involvement of all the entities involved.

- Define objectives:
- What do we want to achieve with the project?
- What do we want to achieve with the development of pilot experiences?

To enhance the existing astronomical heritage in the participating regions, differentiation and adding value to the destinations involved and seek complementarities between different European regions).

- Make an inventory of organizations working in activities related to astronomy and tourism: foundations, government agencies, stargazing and active tourism companies. These entities form the nucleus of the astro tourism product. This information is included in the Stakeholders Template.



- Complement the inventory of entities with those companies and organizations which, although they do not currently carry out astro tourism activities, can add value to the product that will be created (hotel and catering trade, food trade, crafts, cultural parks etc.)
- To carry out these two steps, there will be consultation of the information available from the participating entities, as well as internet and mainly from direct contact with the leaders of these organizations.
- Make an inventory of resources (physical, places where stargazing can be done etc.)
- Make a compilation of existing documents on astronomical events, articles, other existing experiences in other holiday destinations, tours currently under development, the products and services developed by different entities.
- Collect existing information on the target audience. For this step, information will be requested from the listed public and private entities.
- Characterization of the Target Audience for the product. Types of Visitors.
- Sharing of information collected about the product.
- Analyze the potential resources identified, taking into account their current value and potential. Criteria for selecting resources.
- Pooling of resources and entities according to activity and potential contribution to the product.
- Propose the Conceptualization of the Tourism Product (based on the results of analysis of resources / entities) through workshops with the actors involved.
 - Choose the tourism product based on the elements of differentiation. For example, in the case of Tenerife it will be Volcanoes and Stars.
 - Define messages/key ideas that will make up the themes and concept of the product as a whole:
 - Regional (each member in their area of work). Define the differentiating elements of each are through the study of its resources,
 - Define the main message that each partner will develop in their region.
- Europe (based on the main message that each partner will transmit in their region).
- Reflect on opportunities / options for tourism development around the product
- Final design of potential packages / astro tourism routes.
- Define actions to introduce the product (routes, set packages)
- Define estimated Meeting/ Work Plan schedule.