Innovative Tourism Product and Experience Design Training Course



02 - 06 Nov 2026

Milan

5900 € (Per Person)

Ref: #TOU3343_150088

Course Introduction / Overview:

This course offers a comprehensive exploration into the dynamic fields of tourism product innovation and experience design. In today's competitive global market, simply offering a destination is no longer sufficient; success hinges on creating memorable, immersive, and unique experiences that resonate with modern travelers. This program is meticulously designed to equip participants with the strategic frameworks and practical tools needed to conceptualize, develop, and launch cutting-edge tourism products. Drawing upon the principles outlined by thought leaders like Philip Kotler in works such as "Marketing for Hospitality and Tourism," we will delve into the psychology of the traveler and the art of storytelling. Participants will learn how to transform a location or service into a compelling narrative and a holistic journey. BIG BEN Training Center has developed this curriculum to move beyond traditional models, focusing on co-creation, sustainability, and digital integration. This course is an essential toolkit for professionals aiming to innovate within the tourism sector, enhance destination appeal, and drive economic growth by mastering the art and science of experience design.

Target Audience / This training course is suitable for:

- Tourism Product Managers.
- Destination Marketing Professionals.
- Hotel and Resort Managers.
- Tour Operators and Travel Agents.
- Event and Festival Organizers.
- Entrepreneurs in the Tourism Sector.
- Government Officials in Tourism Ministries and Boards.
- Customer Experience Managers.
- Hospitality Consultants.
- Cultural Heritage Site Managers.

Target Sectors and Industries:

- Hospitality and Accommodation.
- Travel and Tour Operations.
- Aviation and Transportation.
- Food and Beverage Services.
- Events and Entertainment.
- Cultural and Heritage Organizations.
- National and Regional Tourism Organizations.
- Governmental bodies and public sector tourism agencies.
- Adventure and Ecotourism Companies.
- Retail and Leisure Attractions.

Target Organizations Departments:

- Product Development and Innovation.
- Marketing and Sales.
- Guest Relations and Customer Service.
- Strategic Planning and Business Development.
- Operations Management.
- Public Relations and Communications.
- Corporate Social Responsibility and Sustainability.
- Research and Development.
- Event Management.

Course Offerings:

By the end of this course, the participants will have able to:

- Analyze market trends to identify opportunities for tourism product innovation.
- Apply the core principles of experience design to create memorable visitor journeys.
- Develop a comprehensive tourism product concept from ideation to a viable business case.
- Master storytelling techniques to build a compelling destination or product narrative.
- Integrate sustainability and responsible tourism practices into product development.
- Utilize digital tools and technologies to enhance the tourist experience.
- Map the customer journey to identify pain points and opportunities for improvement.
- Create effective branding and marketing strategies for new tourism products.
- Evaluate the financial viability and operational feasibility of new tourism concepts.
- Develop strategic partnerships to enhance product offerings and market reach.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical. We believe that adult learning is most effective when it connects theory to real-world application. This course moves beyond traditional lectures to foster a dynamic learning environment. Participants will engage in a variety of activities, including in-depth case study analyses of successful and unsuccessful tourism products from around the globe. Interactive workshops and group brainstorming sessions will be used to stimulate creative thinking and collaborative problem-solving. A central component of the course is a hands-on project where teams will design a new tourism product or re-imagine an existing one, from initial concept to a final presentation pitch. Role-playing scenarios will help participants practice customer interaction and feedback management. Ample time is allocated for peer-to-peer feedback, expert coaching, and open discussions, ensuring that each participant can tailor the learning to their specific professional challenges and leave with actionable strategies and a robust framework for innovation.

Course Agenda (Course Units):

Unit One Foundations of Tourism Innovation

- The Evolution of the Modern Tourist.
- Understanding the Experience Economy in Tourism.
- Market Research and Tourism Trend Analysis.
- Identifying Gaps and Opportunities for New Products.
- The Tourism Product Lifecycle and Innovation Models.
- Competitive Analysis and Destination Benchmarking.
- Principles of Blue Ocean Strategy in Tourism.

Unit Two The Art and Science of Experience Design

- Fundamentals of Service and Experience Design Thinking.
- Mapping the End-to-End Visitor Journey.
- The Role of Storytelling and Theming in Creating Experiences.
- Engaging the Five Senses in Tourism Design.
- Co-creation and Personalization of a Visitor Experience.
- Emotional Design and Creating Peak Moments.
- Measuring and Managing Visitor Satisfaction and Loyalty.

Unit Three Strategic Product Development and Management

- From Idea to Concept: The Product Development Process.
- Crafting a Unique Value Proposition.
- Pricing Strategies for Tourism Products and Experiences.
- Building a Brand Identity for a New Tourism Product.
- Developing Strategic Alliances and Partnerships.
- Operational Planning and Resource Management.
- Risk Assessment and Mitigation in Product Launch.

Unit Four Sustainability and Niche Tourism Innovation

- Integrating Sustainability into Product Design and Operations.
- Developing Ecotourism and Nature-Based Products.
- Innovations in Cultural, Heritage, and Gastronomic Tourism.
- Designing Adventure and Wellness Tourism Experiences.
- Leveraging Community-Based Tourism for Authentic Experiences.
- Ethical Considerations in Tourism Product Development.
- Marketing and Communicating Sustainable Tourism Initiatives.

Unit Five The Future of Tourism: Digitalization and Capstone Project

- The Impact of Digital Transformation on Tourism.
- Utilizing AR, VR, and AI to Enhance Visitor Experiences.
- Data Analytics for Understanding and Predicting Tourist Behavior.
- Social Media and Influencer Marketing for Tourism Products.
- Capstone Project: Developing and Pitching a New Tourism Product.
- Presentation of Capstone Projects to a Panel.
- Creating a Personal Action Plan for Post-Course Implementation.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can a destination balance the need for innovative, high-tech tourism experiences with the preservation of authentic cultural heritage?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by adopting a holistic and deeply integrated approach to tourism development. While many programs focus separately on either product creation or customer experience, this curriculum is built on the premise that the two are inseparable. We move beyond theoretical models to provide a practical, step-by-step framework for designing, developing, and launching successful tourism experiences. A key differentiator is our emphasis on the 'experience economy,' teaching participants not just to build products, but to craft compelling narratives and multi-sensory journeys that create lasting emotional connections with visitors. The course places a strong emphasis on future-focused topics, including the strategic integration of digital technologies like AR and VR, and the critical importance of sustainability as a core component of innovation, not just an add-on. The capstone project is another unique feature, ensuring that participants leave not only with knowledge but with a tangible, well-researched product concept and the confidence to implement it in their professional roles.