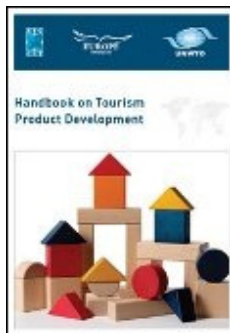




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PRESS RELEASE

NEW ETC-UNWTO “HANDBOOK ON TOURISM PRODUCT DEVELOPMENT”



10th October 2011. The **European Travel Commission (ETC)** and the **World Tourism Organization (UNWTO)** have just published a new ***Handbook on Tourism Product Development***.

Tourism products are the basis for a destination’s tourism sector operation: unless the tourism product meets the needs and expectations of tourists, the destination cannot realise its full potential. However, only few destinations focus their attention on the development and delivery of the various attractions and activities that make up the tourism product. The UNWTO/ETC Handbook on Tourism Product Development outlines the essential elements in the process of tourism product development planning and implementation, e.g. coordination, consultation, collaboration – co-opetition. It illustrates these principles through a range of successful approaches and case studies from around the world and sets out best practice examples and benchmarks by which destinations can assess their own product development system and methods.

All saleable publications can be ordered from the ETC Infoshop:

<http://www.etc-corporate.org/market-intelligence/infoshop.html>

For an overview of the contents of the report, see:

<http://www.etc-corporate.org/modules.php?name=Content&pa=showpage&pid=251>

For more information on ETC Reports & Studies, see:

<http://www.etc-corporate.org/market-intelligence/reports-and-studies.html>

Note to editors:

The European Travel Commission is an association of National Tourism Organisations (NTOs). It was created in 1948 to promote Europe as a tourism destination to the long-haul markets outside Europe, originally in the USA and later in Canada, Latin America and Asia. It currently has 35 member NTOs, including 9 from outside the European Union. ETC is an independent body which is financed entirely by annual membership contributions and partnership funding.

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Press Releases: <http://www.etc-corporate.org/press/current-press-releases.html>

For further information: ETC's corporate website **www.etc-corporate.org** is aimed at industry, government and educational personnel interested in tourism to Europe.

Tourists seeking travel-specific information and ideas are directed to ETC's consumer portal **www.visiteurope.com**