

## ACEEPT Project Week 2017: Pre-tasks

# Produc(e-)in'-Tourism

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The ACEEPT Project Week's theme "**Produc(e-)in'-Tourism**" is a pun mingling "produce" as a verb and noun:

As a noun, "*Produce in Tourism*" refers to a type of 'agrotourism' involving agricultural commodities that have been *produced* on farms or ranches in rural areas. In times of globalization and standardization tourists are increasingly seeking for authenticity, quality and sustainability in their lives. So, *regional produce* and their *production processes* have become essential parts in many 'tourism products' (such as a visit to a winery or an oil mill as part of a culinary package tour).

"*Producing*" (in its verbal sense) also includes different types of '*industrial tourism*'. In general, industrial tourism is a form of tourism in which *production sites* peculiar to a specific region are essential components of the *tourism product*. This involves the use of closed-down *production facilities* as well as still operating ones for tourist purposes. In many old industrial regions the tourist re-use of idle manufacturing or mining sites etc. is common. Besides the architectural attractiveness and cultural importance of these heritage sites, many of them now also serve to stage – not to say "*to produce*" – events, such as exhibitions, festivals etc.. Moreover, numerous still *producing companies* in various industries have opened their doors to visitors so that they can learn about the *production process*, *product features*, company history etc.

Transitions are smooth. In all the above-mentioned cases tourists visit *production sites* to see and experience contemporary or traditional *production processes* of *products* and *produce* characteristic of the destination. In summary, industrial as well as agricultural *producers* have been "*Producing Tourism*".

## PRE-TASK I: Introduction of your national team

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**Content:**

All national teams will present their members, university and region and explain their main motivation in attending this year's ACEEPT Project Week:

1. Introduce your national team (students and teachers)
2. Introduce your university and region
3. Explain your motivation for taking part in this project week.

**Goal:**

Getting to know all the team members and partner universities attending this year's project week.

**Formatting and timing:**

A 5-minute oral presentation per team to be given on Monday, November 20th, 2017

**Requested material:**

Open to everyone's imagination. But please notice that promotional videos of your university and region are not welcome! Be creative instead! Produce something on your own.

## PRE-TASK II: Best practice in your country

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### **Content:**

With the main idea of “Produc(e-)in’ Tourism”, choose a destination in your own country which you would define as ‘best practice’ in terms of using a **production site** and/or some **regional product or produce** to create a tourism product (such as an event or a package tour or theme trail etc.). Present the destination and explain wherein the tourism potential of your example lies, how it is used and which target groups is attracted by it. Show how the production site and/or the product or produce are implemented in the respective tourism product. Give an insight into further marketing decisions (price, place, promotion) to market the product.

### **Goal:**

Benchmarking the different countries’ way of including production sites and/or regional products or produce into a tourism product.

### **Formatting and timing:**

A 10 to 15-minute oral presentation per team to be given on Monday, November 20th, 2017.

Be aware of “German punctuality”: You will present Pre-tasks I and II in a row. Your presentation will be interrupted after 20 minutes (5+15 minutes)!

### **Requested material:**

A Power Point (or similar digital software) presentation per team.

## PRE-TASK III:

**Get to know and evaluate the potential of the “theme” for the Saarland Region which you are about to visit.**

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### **Content:**

Inform yourself about the Saarland Region. Point out its potentials and strengths in developing tourism products including *production sites and processes* as well as *regional produces and products*:

- Define two major *production sites/processes* and two *produces/products* that could be the most attractive to visitors coming from your home country.
- For each example, characterize the main target group (age, sex, phase of life, lifestyle, interests, individual/package tour) in your country that could be interested in travelling to the Saarland Region to visit this example. Explain why you think it is attractive for them.
- How could the marketing mix of one of these examples be improved for the defined target group? Try to apply the 4 Ps of Marketing.
- What source of information did you use during your research? Define the strengths and weaknesses of the information that you have found. Which information would you add?
- What was your perception of the Saarland Region before your research and how has it evolved afterwards?

### **Additional standard questions:**

- Put your perception of the Saarland Region (after your research) on the following scales.

If your team cannot agree on a common vote you may calculate the mean value of the individual ratings.

Young	(1) (2) (3) (4) (5) (6) (7)	Old
Welcoming	(1) (2) (3) (4) (5) (6) (7)	Refusing
Cheap	(1) (2) (3) (4) (5) (6) (7)	Expensive
Dangerous	(1) (2) (3) (4) (5) (6) (7)	Safe
Low Quality	(1) (2) (3) (4) (5) (6) (7)	High Quality
Cold	(1) (2) (3) (4) (5) (6) (7)	Warm
Masculine	(1) (2) (3) (4) (5) (6) (7)	Feminine
Traditional	(1) (2) (3) (4) (5) (6) (7)	Modern
German	(1) (2) (3) (4) (5) (6) (7)	French
Small	(1) (2) (3) (4) (5) (6) (7)	Big
Digital	(1) (2) (3) (4) (5) (6) (7)	Analog
Fast Food	(1) (2) (3) (4) (5) (6) (7)	Gourmet
Conservative	(1) (2) (3) (4) (5) (6) (7)	Innovative
Active	(1) (2) (3) (4) (5) (6) (7)	Passive
Green	(1) (2) (3) (4) (5) (6) (7)	Gray
Boring	(1) (2) (3) (4) (5) (6) (7)	Stimulating
Approachable	(1) (2) (3) (4) (5) (6) (7)	Aloof

- Complete the sentence: “*The region of the Saarland is an attractive tourist destination because ...*”
- Discuss in your team: “*If the Saarland was an animal, what would it be?*” ;-) Answer the question and give a brief explanation.

### **Goals:**

Getting well-informed about the destination you will be visiting. Evaluate how well you can identify specific tourism resources in a foreign region and how these regions are perceived abroad.

### **Formatting and timing:**

A synthesis of the results will be presented by a lecturer of the Business School. The report will be published on the ACEEPT website. No presentation, only a written paper (review by teacher). Text formatting: Margins: 2.5 cm (1 inch) (top, bottom, left, right); Font: Times 12; Paragraph space: 1.5 lines.

### **Requested material:**

A written and well-structured/ referenced report of maximum 5 pages of text. Plus 1 extra page for the additional standard questions that should be put into the annex. You can complement your report with tables, graphs, etc. Send the document as a .docx and a PDF file by email to [aceept2017@htwsaar.de](mailto:aceept2017@htwsaar.de) by Friday, November 3rd.

## **PRE-TASK IV:**

### **Organise your stand at the ACEEPT's International Fair**

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#### **Content:**

This fair will be in a similar format to a tourism exhibition. You will be given a stand/table to present your team, university and region to your international colleagues. Your stand should also provide some kind of "intercultural activity". Make sure everyone enjoys the best of your region and also that you get to know and taste the best of all the other ACEEPT regions.

#### **Goal:**

Allowing every participant to learn about and enjoy the best of each country/region represented in the ACEEPT network. Encourage the visitors to talk, share and have fun together!

#### **Format and timing:**

The fair will take place in the Faculty building (appropriate behavior is expected!) and will last approximately 2 hours. More information on logistical details will be given later.

#### **Requested material:**

Be creative! Bring whatever you consider an asset of your region – local delicacies, brochures, decoration items...

To turn the international fair into an international party, please send us a list of 3-5 songs that are typical of or popular in your region. Send the list via email to [aceept2017@htwsaar.de](mailto:aceept2017@htwsaar.de) by Friday, November 10th.