



## KAPITEL 6 / CHAPTER 6 <sup>6</sup>

### CREATION OF A UNIQUE TOURIST PRODUCT OFFER

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#### **Introduction.**

In the context of today's competitive tourism environment, an important aspect of the successful development of tourism companies is the creation of a unique tourism product offering. This is critically important as it involves the process of developing tourism services or packages that stand out from standard or widely available options on the market.

The creation of unique tourism offerings helps companies not only attract new customers but also enter the "blue ocean" market—a space where competition is minimal or nonexistent. This approach allows businesses to avoid competing for customers in the "red ocean," where companies vie for the same target audience, instead creating new opportunities and shaping entirely new niches in tourism.

For example, ANGA Travel, aiming to create a unique offering, developed an exclusive tour for active leisure enthusiasts that combines traditional trekking in the Carpathians with elements of gastronomic tourism, including cooking masterclasses for local dishes directly in the mountains. Such an offering attracted the attention of those seeking unique and authentic experiences and enabled the business to enter the "blue ocean" market. Thus, while competition in the traditional segment of standard Carpathian tours offering familiar routes remains high, ANGA Travel's original offering has opened new opportunities for its business. Specifically, it has allowed the company to move away from the oversaturated market of standard offerings and avoid direct competition with other travel agencies.

Considering the outlined points, the author examined the key approaches that enable the creation of a tourism product offering that combines various elements (such as routes, experiences, services, specific travel conditions, or the integration of cultural, ecological, gastronomic, and other aspects) to make it appealing and unforgettable for

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tourists.

It is important to emphasize that the tourism product offering, such as the constantly changing demand and expectations of travelers, requires continuous analysis and updates to the approaches for shaping this product. The uniqueness of something is determined by specific factors.

In particular, Herman I. V. and Kryvoruchko T. S. [1] emphasize that the uniqueness of the offering can be found in various aspects, such as unusual routes or destinations, thematic travel experiences, personalized approaches, and local and cultural features. Novakivskyi I. I. and Yarmola K. M. [3] emphasize that offering uniqueness can be found in the innovation of services and experiences beyond standard tourism practices.

At the same time, in previous studies [2], it was already emphasized that regardless of the scope of the outlined factors, the essence of the uniqueness of the tourism offering is determined by how well it can differentiate the business entity from competitors, attract a specific target audience, and provide unforgettable experiences for tourists.

It is also important to note how uniqueness allows business entities to meet the current client's needs and anticipate their future expectations, which, in turn, ensures the acquisition of sustainable competitive advantages. This viewpoint is supported by Salahakova N. O. [4], Chorna N. M., and Martynova L. B. [6], who emphasize the importance of a strategic approach to shaping tourism products and providing services, focusing on uniqueness that enables companies to maintain leadership positions in the market.

### **Presentation of the main material of the research.**

Uniqueness is a quality or characteristic of something that makes it distinctive and different from others. In the context of a tourism product, uniqueness refers to the presence of special features or attributes that distinguish the product from competitors and make it attractive to the target audience.

This may be related to exclusive routes, a personalized approach to customer service, the use of local or cultural elements, innovative services, or other aspects that



are not available or offered by other companies.

It is necessary to consider several important aspects, including [5]:

1. Target audience.

It is crucial to understand the needs and interests of potential clients, as this is key to creating a tourism product that can attract attention and generate the desire to choose this particular offering.

2. Use of local resources.

Tourism products that incorporate elements of local culture, nature, and traditions are becoming increasingly popular among tourists seeking authentic experiences..

3. Innovative approach to product offering.

Considering the rapid development of technology and changes in consumer behavior, it is important to actively implement technologies that can make offering the product more convenient for customers.

4. Flexibility and adaptation of offerings.

Changes in the tourism market, economic fluctuations, and challenges may require businesses to adapt their tourism products to new realities.

5. Service quality.

Uniqueness and service quality are closely related, as a high level of service is often a key component of a unique tourism product offering. Noted that uniqueness and service quality interact through personalized service, innovative offerings, and a high level of staff professionalism.

6. Environmental and social aspects.

Considering these aspects in creating an offering helps attract the attention of eco-conscious audiences.

As a result of varying combinations of the aspects outlined above, tourism products are formed, characterized by "extraordinary qualities in some regard; rarity, exclusivity," and their dynamics of renewal vary.

Such products include new destinations, routes, and travel formats, as well as additional services that align with current trends and customer expectations.

At the same time, it is important to note that the level of uniqueness of these



products can vary significantly depending on the creativity of the approaches, the innovation of ideas, and the ability of the business to respond flexibly to changes in demand, as clearly shown in the content of Table 1.

**Table 1. — Characteristics of the main aspects of the uniqueness of the tourism product offering and possible variations of their combination.**

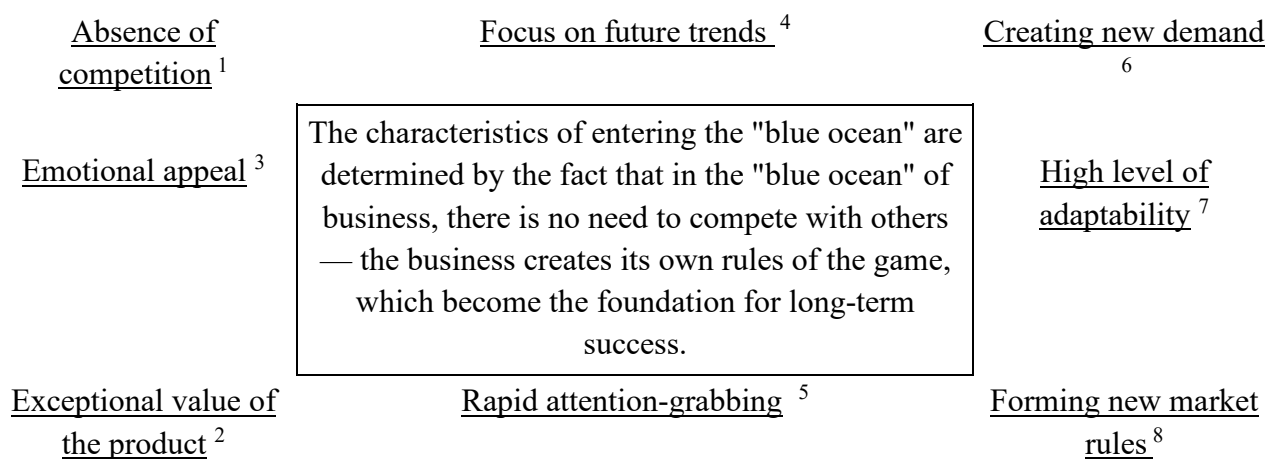
Aspects of the uniqueness of a tourism product	Specificity of considering the uniqueness aspect of a tourism product	The significance of combining aspects of the uniqueness of a tourism product.
Identification of the target audience	The needs, preferences, and expectations of different groups of tourists can vary significantly, so it is important to clearly define the target audience for whom the product is being created.	It defines the ability of a business to analyze the current needs of tourists.  It defines the ability of a business to anticipate the future interests and preferences of the target customer.
Use of local resources	The inclusion of valuable local elements in the offering provides an opportunity to meet demand and enhance the uniqueness of the created tourism experience.	
Innovative approach to product offering	Satisfying current tourist needs, shaping new trends, and creating a unique offering experience.	
Flexibility and adaptation of offerings	Flexibility in shaping pricing offers, as well as the ability to adjust routes or travel conditions according to customer requests.	It defines the ability of a business to offer tourism products "ahead of the curve."
Service quality	A positive experience for tourists, comfort, safety, and personalized service can help build long-term relationships with returning clients.	
Environmental and social aspects	The implementation of environmentally friendly practices, supporting local communities, and minimizing the negative impact on the environment.	It defines the attractiveness of the offering among eco-conscious tourists.

Source: compiled based on [3-5]

In particular, we agree with the statement of Salahakova N. O. [4] that the degree of uniqueness of tourism products will be maximal if a business possesses the ability not only to analyze the current needs of customers but also to anticipate their future interests and preferences. The ability to foresee these changes in time allows us to offer "forward-thinking" products, specifically creating and implementing products that not only address the current needs of tourists but also consider future expectations, trends, and challenges.



It should be noted that with a wide range of "forward-thinking" products, the uniqueness of the product can become the foundation for creating a new market or niche, where competition is virtually absent (i.e., the basis for a business entity entering the "blue ocean"). This is observed as a result of the product acquiring the characteristics shown in Figure 1.



**Fig. 1. Characteristics of a business entity entering the "blue ocean" due to the uniqueness of the offering**

Note

1. The product has no direct competitors in its niche, as it offers a unique solution or experience that others cannot replicate.
2. The product offers the customer not just a service or product, but a new level of emotional, functional, or social experience.
3. The product creates an unforgettable experience that customers want to repeat and recommend to others.
4. The product is aimed at current needs and those that consumers have not yet recognized.
5. The product generates a high level of interest due to its uniqueness and innovation, often accompanied by positive "word of mouth."
6. The product or service generates interest among a new audience that wasn't previously considered as potential customers.
7. The product easily adapts to consumer demands, allowing it to remain relevant even after similar solutions emerge.
8. The product does not adhere to existing market rules or expectations but creates new standards.

Source: compiled based on [5]

It is evident that for entities in the tourism business to enter the "blue ocean," they need not just a unique tourism offering, but one that forms its uniqueness through several specific characteristics, among which are:

1. A focus on attracting an audience that was previously not considered potential



clients (by targeting new consumer groups who were not previously the main clients of tourism companies, such as specializing in tours for people with limited mobility, a strong emphasis on eco-tourism, or special offers for small or medium-sized businesses).

2. A focus on a unique emotional experience that leaves unforgettable impressions and motivates customers to recommend the services to others (through an unconventional approach to organizing trips, creating atmospheric tours that combine elements of adventure, cultural discoveries, and deep emotional experiences, encouraging customers to recommend the company to their acquaintances and friends).
3. The difficulty or impossibility of replication by competitors, for example, through a combination of exclusivity, deep personalization, and unusual travel themes. This can be achieved through unique partnerships, exclusive routes, or special services offered by a particular company.
4. A focus on exceptional value and rapid adaptation to market changes or customer needs. This is possible through offering not only competitive prices but also an unparalleled experience or unique conditions.

Contemporary examples of tourism product offerings that can help a business enter the "blue ocean" include (see Table 2):

- eco-tours with a zero carbon footprint;
- virtual or hybrid travels;
- thematic "working holidays";
- expeditions to unexplored regions;
- tours with a wellness component;
- experimental gastro-tours;
- "remixed travels";
- social tours with volunteer elements, and more.

More specifically, an example could be organizing tours to Earth's orbit, which are not yet available to the general public, or trips targeted at digital nomads who want to combine work with leisure.



**Table 2. - Examples of tourism products whose offerings can help a business enter the "blue ocean"**

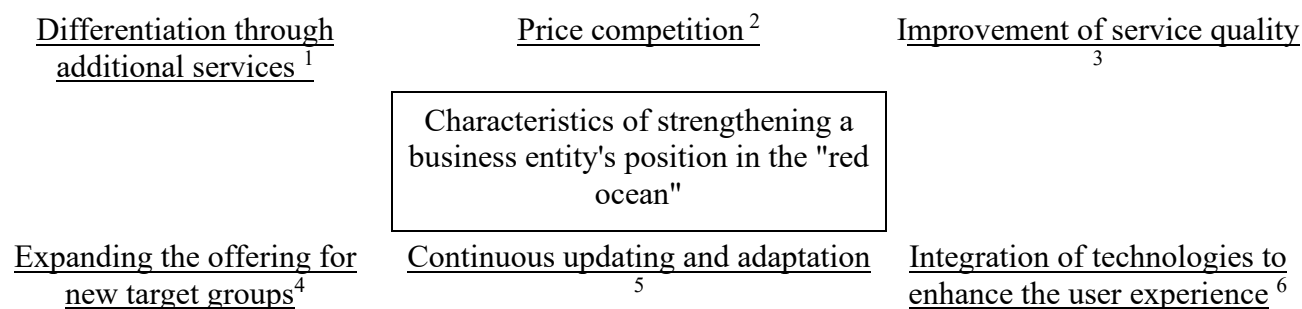
Content of the tourism product offering	The basis of the tourism product offering
Eco-tours with a zero carbon footprint	Organization of trips that take into account environmental sustainability, such as the use of electric transport, energy-efficient hotels, and meals made from local organic products. Inclusion of initiatives such as tree planting during the trip, giving customers the opportunity not only to relax but also to contribute to the environment.
Virtual or hybrid travels	The use of augmented reality (AR) and virtual reality (VR) technologies to create interactive tours of landmarks. Combining physical travel with digital enhancement to provide a unique experience, such as the reconstruction of historical events at the site.
Thematic "working holidays"	Offerings for digital nomads that allow them to combine work and leisure in comfortable conditions. Organization of infrastructure for remote work (high-speed internet, coworking spaces) combined with cultural or natural attractions.
Expeditions to unexplored regions	Organization tours to lesser-known but safe and promising tourist regions (for example, discovering unique natural landmarks or cultural heritage sites).
Tours with a wellness component	Programs that combine travel with health recovery, such as breathing practices in the mountains, spa therapies at thermal resorts, or medical tourism.
Experimental gastro-tours	Organization culinary trips that focus on unique local products, such as truffle hunting, visiting wineries, or participating in workshops for preparing regional dishes.
"Remixed travels"	Combining entirely different elements of tourism: for example, gastronomy + active sports (yoga retreats with cooking workshops) or cultural trips with adrenaline activities (visiting museums and paragliding in one tour).
Social tours with volunteer elements	Organization trips that offer the opportunity to participate in socially important initiatives, such as helping in the construction of schools in rural areas or volunteering at local festivals.

Source: compiled based on [1; 6]

Given limited resources and the constraints of innovation, technology, or operations that allow for only limited "forward-thinking" offerings, the uniqueness of the product may serve as a survival strategy and a means of enhancing competitiveness in an environment with high levels of competition (i.e., strengthening the business entity's position in the "red ocean").



This is observed as a result of the product acquiring the characteristics shown in Figure 2.



**Fig. 2. Characteristics of strengthening a business entity's position in the "red ocean" due to the uniqueness of the offering.**

Note

1. The product includes the offering of additional services or features that allow it to stand out among competitors but does not create a fundamentally new market.
2. The product should enable cost reduction to attract more customers or retain existing ones.
3. Instead of relying on uniqueness, the product is based on service quality to differentiate itself from competitors and maintain a strong reputation.
4. The product is targeted at new audiences that were previously not the target consumers.
5. The product is focused on regular updates according to new customer needs, market changes, and global trends.
6. The product supports the implementation of new technological solutions to improve service interaction with customers, process automation in booking, enhance communication, etc.

Source: compiled based on [2; 5]

In fact, it is evident that to strengthen a business entity's position in the "red ocean," a tourism offering is required that has unique components, among which [5-6]:

1. A focus on additional amenities, new services, or improvements to standard tours, which involves implementing innovations and enhancing existing services to attract more customers.
2. A focus on service quality allows differentiation from competitors through a personalized approach to customers, attention to their needs, the organization of flawless tours, comfortable accommodations, and prompt resolution of issues.
3. A focus on aggressive marketing strategies to attract attention to the product through intensive social media advertising, engaging well-known bloggers and influencers to promote tours and developing promotional offers or partnership programs with other companies.



4. A focus on adapting tourism services for different social, age, or professional groups (specifically, developing specialized tours for youth, retirees, families with children, or corporate clients) allows attracting a broader range of customers with varying needs and preferences.

Contemporary examples of tourism product offerings that can strengthen a business entity's position in the "red ocean" include (Table 3):

- tours with discounts and promotions;
- personalized tours for specific target groups;
- tours with enhanced service and additional amenities;
- tourism with a social or environmental focus;
- tours with flexible booking conditions and route changes;
- individual tours for corporate clients.

**Table 3. - Examples of tourism products that can strengthen a business entity's position in the "red ocean"**

Content of the tourism product offering	The basis of the tourism product offering
Tours with discounts and promotions	Offers of seasonal discounts, "last-minute" tours, "2 for the price of 1" promotions, or early booking discounts allow for attracting a huge number of customers even in highly competitive market segments.
Personalized tours for specific target groups	The offering of tours that cater to the specific needs and interests of particular groups of tourists. This could involve creating unique itineraries or special programs that stand out from standard tours.
Tours with enhanced service and additional amenities	Improvement of service and offering additional services, such as excursions, transfers, guide services, medical insurance, or the option to choose a room category in a hotel.
Tourism with a social or environmental focus	Offering tours focused on sustainable development, eco-tourism, or volunteer programs. This helps meet the demand for eco-friendly tours and enhances the image of the company as a responsible business.
Tours with flexible booking conditions and route changes	Offering flexible booking conditions, including the ability to change travel dates or routes without additional costs. This is especially important in times of market instability or during a pandemic.
Individual tours for corporate clients	Development of special tours for corporate clients, which include not only leisure but also team-building activities, training sessions, or business meetings in exotic locations.

Source: compiled based on [3-4]



More specifically, an example of a unique offering could be products with personalized discounts for popular destinations (such as vacations at resorts in Egypt or Turkey during the off-season) or tours for large families with children, including kids' clubs, special entertainment, and safe routes.

### **Summary and conclusions.**

The research emphasizes the significance of a unique tourism product offering for the successful development of a business, as it allows the company to stand out among competitors, attract new customers, and maintain their loyalty.

Furthermore, based on the presented statements, it is noted that the main priority for the tourism business should be to create a unique tourism product offering that not only allows entry but also ensures a sustained presence in the "blue ocean."

This allows businesses to go beyond traditional tourism products, create new markets (where competition is absent), and set their own game rules. Entering the "blue ocean" requires businesses to demonstrate significant initiative and flexibility in developing innovative products, such as new routes, services, and tourism experiences that have not yet been offered in the market.

At the same time, if ensuring broad uniqueness is not feasible (due to resource limitations, innovation constraints, technological or operational restrictions, etc.), the priority should be to create a unique offering that creates opportunities for maximizing competitive positioning in the "red ocean."

In this case, the focus should be on strategic approaches that allow companies to survive amid high competition and expand their competitive advantages. This can be achieved through differentiation, improving service, innovative marketing strategies, and adapting products to meet the specific needs of different customer segments.