

Syllabus

Course Description

Course Title	Experiential Tourism Marketing
Course Code	27510
Course Title Additional	
Scientific-Disciplinary Sector	ECON-07/A
Language	English
Degree Course	Master in Data Analytics for Economics and Management
Other Degree Courses (Loaned)	Loaned form course 31001 – Master in Tourism Management (LM-77 TM)
Lecturers	Prof. Serena Volo, Serena.Volo@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/7585
Teaching Assistant	
Semester	First semester
Course Year/s	1
CP	6
Teaching Hours	36
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	18
Contents Summary	<p>The course refers to the typical educational activities it will cover current developments in experiential tourism marketing theory and practice, in particular:</p> <p>Tourist experience and experiential tourism marketing for businesses and destinations</p> <p>Designing and marketing experiential tourism attractions</p> <p>Co-creation, personalization and empowerment in experiential tourism marketing</p> <p>Experiential marketing as driver of sustainable tourism growth</p>

	<p>The course stimulates specific competences to design, manage and evaluate experiential tourism marketing ideas, strategies and actions.</p>
Course Topics	<p>Tourist experience and experiential tourism marketing Experiential marketing for tourism destinations Designing and marketing experiential tourism attractions Co-creation, personalization and empowerment in experiential tourism marketing Experiential marketing as driver of sustainable tourism growth Experiential tourism marketing through technologies, virtual realities, AI and social media</p>
Keywords	<p>Tourist experience Experiential design Co-creation, personalization and empowerment Social media</p>
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	<p>This course will be taught through lectures, group activities, online research, experiential exercises, flipped classroom and class-discussions:</p> <ul style="list-style-type: none"> - The theoretical background will be presented in lectures. - The practical application of this theoretical background will then be explored through group activities, experiential exercises, online research, flipped classroom activities and class discussions, which will be conducted within the framework of short research activities, readings and case studies. <p>Professional behaviour is expected during class time. Proper ethical conduct and academic honesty is expected at all times.</p>
Mandatory Attendance	Recommended, but not required.
Specific Educational Objectives and Learning Outcomes	<p>Intended Learning Outcomes (ILO)</p> <p>ILO 1 Knowledge and understanding: ILO 1.1</p> <p>Students will develop specialised knowledge within the economic and business domains, tailored to their areas of interest and essential for addressing decision-making and managerial challenges in both public and private organisations. This learning</p>

outcome emphasises an interdisciplinary approach to problem-solving and organisational analysis.

ILO 1.2

Within the Business Analytics track, students will acquire knowledge of tools and methodologies essential for analysing and interpreting corporate and organisational data. This includes understanding business performance measurement, business models and their evolution, decision-support techniques, and performance measurement systems aligned with digitalisation and sustainability processes. Furthermore, students will develop competencies in managing marketing processes, with particular emphasis on digital and interactive marketing, and assessing the impact of digitalisation on marketing activities.

ILO 2 Applying knowledge and understanding:

ILO 2.1

Students will demonstrate the ability to utilise and apply models designed for market analysis and for the formulation of economic policies. This outcome emphasises the integration of theoretical and empirical approaches to support evidence-based policy development and strategic decision-making.

ILO 3 Making judgements:

ILO 3.1 The student acquires the ability to apply acquired knowledge to interpret data in order to make directional and operational decisions in a business context.

ILO 4 Communication skills:

ILO 4.1 The student acquires the ability to communicate effectively in oral and written form the specialised content of the individual disciplines, using different registers, depending on the recipients and the communicative and didactic purposes, and to evaluate the formative effects of his/her communication.

ILO 5 Learning skills:

ILO 5.1 The student acquires knowledge of scientific research tools. He/she will also be able to make autonomous use of information technology to carry out bibliographic research and investigations both for his/her own training and for further education. Furthermore, through the curricular teaching and the

	<p>activities related to the preparation of the final thesis, she will be able to acquire the ability:</p> <ul style="list-style-type: none"> - to identify thematic connections and to establish relationships between methods of analysis and application contexts; - to frame a new problem in a systematic manner and to implement appropriate analysis solutions; - to formulate general statistical-econometric models from the phenomena studied.
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	<p>For Attending Students (regular attendance will be recorded by the lecturer, at least 50% of attendance is required to qualify as attending student)</p> <p>The knowledge and the skills learned throughout the course will be assessed with: a written exam and two project works.</p> <ul style="list-style-type: none"> • Two project works (20+20%) in groups will take place during the course, the dates will be communicated during the first lecture (the dates will also be available in the course material). The project works will consist of applied projects on experiential tourism marketing to be prepared in class and presented in groups with the objective of assessing the students' ability: a) to evaluate real life data, take decisions, apply experiential tourism marketing knowledge and b) to successfully communicate to a qualified audience. (ILOs 1.1, 1.2, 2.1, 3.1, 4.1, 5.1) • The final written exam (60%) will consist of up to four essay and/or open-ended questions aimed at testing the knowledge of experiential tourism marketing concepts, models, techniques, and tools acquired and the students' ability to apply them to a variety of settings. The exam will last up to 70 minutes. (ILOs 1.1, 1.2, 2.1, 3.1, 4.1, 5.1) • Any student discovered plagiarizing, engaging in academic dishonesty, or in any other dishonest conduct will fail the course and the regulations of the Faculty on academic misconduct will apply.

	<p>Results of the project works are valid only for the academic year in which these activities have taken place, and results of these activities cannot be carried over beyond that time frame.</p> <p>For NON-Attending Students (Students who will not attend at least 50% of classes or will be unable to complete the project work)</p> <p>The knowledge and the skills learned throughout the course will be assessed with: a written exam (100%). The final exam will cover all topics, will include up to six essays and/or open-ended questions at testing the knowledge of experiential tourism marketing concepts, models, techniques, and tools acquired and the students' ability to apply them to a variety of settings. The final exam will last up to 110 minutes. (ILOs 1.1, 1.2, 2.1, 3.1, 4.1, 5.1)</p> <p>Any student discovered plagiarizing, engaging in academic dishonesty, or in any other dishonest conduct will fail the course and the regulations of the Faculty on academic misconduct will apply.</p>
Evaluation Criteria	<p>The students' learning outcomes will be evaluated as follows:</p> <p>For Attending Students</p> <ul style="list-style-type: none">- The following criteria will be used to evaluate the project works: ability to work in a team, creativity in experiential tourism marketing, analyze data, compare and contrast topics; skills in critical thinking, ability to summarize and communicate findings;- The following criteria will be used to evaluate the final written exam: relevance and clarity of answers, ability to summarize, evaluate, compare and contrast models, topics and data; <p>OBResults of the project works are valid only for the academic year in which these activities have taken place, and results of these activities cannot be carried over beyond that time frame.</p> <p>For NON-Attending Students</p>

	<ul style="list-style-type: none">- The following criteria will be used to evaluate the final written exam: creativity in experiential tourism marketing, analyze data, compare and contrast topics; skills in critical thinking, relevance and clarity of answers, ability to summarize, evaluate, compare and contrast models, topics and data, and ability to summarize and communicate findings.
Required Readings	<p>Selected chapters from:</p> <ul style="list-style-type: none">- Smith, K., & Hanover, D. (2016). Experiential marketing: Secrets, strategies, and success stories from the World's greatest brands. John Wiley & Sons.- Batat, W. (2019). Experiential marketing: Consumer behavior, customer experience and the 7Es. Routledge.- The Routledge Handbook of Tourism Experience Management and Marketing (2020) Dixit, Saurabh Kumar, Abingdon: Routledge, Routledge Handbooks- Routledge Handbook of the Tourist Experience (2021) Sharpley, Richard, Abingdon: Routledge, Routledge Handbooks <p>Selected scientific articles that are available from the unibz library will be indicated during the course and will be available with the course material.</p>
Supplementary Readings	Additional readings and cases will be presented during the course and will be available with the course material
Further Information	
Sustainable Development Goals (SDGs)	Reduced inequalities, Responsible consumption and production, Sustainable cities and communities