# Syllabus

## *Kursbeschreibung*

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| Titel der Lehrveranstaltung | Experiential Tourism Marketing |
| Code der Lehrveranstaltung | 27510 |
| Zusätzlicher Titel der Lehrveranstaltung | |
| Wissenschaftlich-disziplinärer Bereich | SECS-P/08 |
| Sprache | Englisch |
| Studiengang | Master in Data Analytics for Economics and Management |
| Andere Studiengänge (gem. Lehrveranstaltung) | Loaned form course 31001 – Master in Tourism Management (LM-77 TM) |
| Dozenten/Dozentinnen | Prof. Serena Volo, Serena.Volo@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/7585 |
| Wissensch. Mitarbeiter/Mitarbeiterin | |
| Semester | Erstes Semester |
| Studienjahr/e | 1 |
| KP | 6 |
| Vorlesungsstunden | 36 |
| Laboratoriumsstunden | - |
| Stunden für individuelles Studium | - |
| Vorgesehene Sprechzeiten | 18 |
| Inhaltsangabe | The course refers to the typical educational activities it will cover current developments in experiential tourism marketing theory and practice, in particular:<br><br>Tourist experience and experiential tourism marketing for businesses and destinations<br>Designing and marketing experiential tourism attractions |

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| | Co-creation, personalization and empowerment in experiential tourism marketing<br>Experiential marketing as driver of sustainable tourism growth<br><br>The course stimulates specific competences to design, manage and evaluate experiential tourism marketing ideas, strategies and actions. |
| **Themen der Lehrveranstaltung** | Tourist experience and experiential tourism marketing<br>Experiential marketing for tourism destinations<br>Designing and marketing experiential tourism attractions<br>Co-creation, personalization and empowerment in experiential tourism marketing<br>Experiential marketing as driver of sustainable tourism growth<br>Experiential tourism marketing through technologies, virtual realities, AI and social media |
| **Stichwörter** | Tourist experience<br>Experiential design<br>Co-creation, personalization and empowerment<br>Social media |
| **Empfohlene Voraussetzungen** | |
| **Propädeutische Lehrveranstaltungen** | |
| **Unterrichtsform** | This course will be taught through lectures, group activities, online research, experiential exercises, flipped classroom and class-discussions:<br>-    The theoretical background will be presented in lectures.<br>-    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.<br>Professional behaviour is expected during class time.<br>Proper ethical conduct and academic honesty is expected at all times. |
| **Anwesenheitspflicht** | Recommended, but not required. |
| **Spezifische Bildungsziele und erwartete** | Knowledge and understanding:<br>The student acquires specific knowledge of the economic and |

| Lernergebnisse | business domains of his/her interest and necessary to address decision-making and management issues in public and private organisations with an interdisciplinary perspective. In the Data Analytics for Economics pathway, knowledge will be oriented towards economic theory, economic analysis and econometrics through the development of micro- and macroeconomics, decision theory under conditions of uncertainty, time series analysis and forecasting techniques, methods for causal inference from both administrative and experimental data. Knowledge will also be oriented towards data analysis. In the Business Analytics track, the knowledge acquired will concern the tools necessary for analysing and interpreting business and organisational data, as well as business economic measurements, business models and their evolution, tools and techniques to support decision-making, performance measurement systems consistent with digitisation and sustainability processes, the governance of marketing processes, with particular regard to digital and interactive marketing and the impact of digitisation on marketing activities.<br><br>Aapplying knowledge and understanding:<br>Ability to analyse business issues that characterise data-driven decision support through the application of statistical and computational models.<br>Ability to use and apply models for market analysis and economic policy formulation.<br><br>Making judgements:<br>Master's graduates will have the ability to apply the acquired knowledge to interpret data in order to make directional and operational decisions in an economic-business context.<br>Master graduates will have the ability to apply the acquired knowledge to support processes related to production, management and risk promotion activities and investment choices through the organisation, analysis and interpretation of complex databases.<br><br>Communication skills:<br>Master's graduates will be able to communicate effectively in oral and written form the specialised contents of the individual disciplines, using different registers, depending on the recipients |
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| | and the communicative and didactic purposes, and to evaluate the formative effects of their communication. <br><br> Learning skills: <br> "MSc graduates should be familiar with the tools of scientific research. They will also be able to make autonomous use of information technologies to carry out bibliographic research and investigations both for their own training and for further education. In addition, through the curricular teaching and the activities related to the preparation of the final thesis, they will be able to acquire the ability <br> - to identify thematic links and to establish relationships between methods of analysis and application contexts; <br> - to frame a new problem in a systematic manner and to implement appropriate analysis solutions; <br> - to formulate general statistical-econometric models from the phenomena studied. |
| **Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)** | |
| **Art der Prüfung** | For Attending Students <br> (regular attendance will be recorded by the lecturer, at least 50% of attendance is required to qualify as attending student) <br><br> The knowledge and the skills learned throughout the course will be assessed with: a written exam and two project works. <br><br> • 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. <br><br> • The final written exam (60%) will consist of up to four essay |

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| | 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.<br><br>• 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.<br><br>0BResults 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.<br><br>For NON-Attending Students<br>(Students who will not attend at least 50% of classes or will be unable to complete the project work)<br><br>The knowledge and the skills learned throughout the course will be assessed with: a written exam (100%).<br>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.<br>The final exam will last up to 110 minutes.<br><br>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. |
| Bewertungskriterien | The students´ learning outcomes will be evaluated as follows:<br><br>For Attending Students<br><br>- 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;<br>- 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; 0BResults 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.<br><br>For NON-Attending Students<br><br>-    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. |
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| Pflichtliteratur | Selected chapters from:<br><br>-    Smith, K., & Hanover, D. (2016). Experiential marketing: Secrets, strategies, and success stories from the World's greatest brands. John Wiley & Sons.<br><br>-    Batat, W. (2019). Experiential marketing: Consumer behavior, customer experience and the 7Es. Routledge.<br><br>-    The Routledge Handbook of Tourism Experience Management and Marketing (2020) Dixit, Saurabh Kumar, Abingdon: Routledge, Routledge Handbooks<br><br>-    Routledge Handbook of the Tourist Experience (2021) Sharpley, Richard, Abingdon: Routledge, Routledge Handbooks<br><br>Selected scientific articles that are available from the unibz library will be indicated during the course and will be available with the course material. |
| Weiterführende Literatur | Additional readings and cases will be presented during the course and will be available with the course material |
| Weitere Informationen |  |
| Ziele für nachhaltige Entwicklung (SDGs) | Weniger Ungleichheiten, Nachhaltiger Konsum und Produktion, Nachhaltige Städte und Gemeinden |