

Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Erlebnismarketing im Tourismus
Code der Lehrveranstaltung	31001
Zusätzlicher Titel der Lehrveranstaltung	
Wissenschaftlich-disziplinärer Bereich	SECS-P/08
Sprache	Englisch
Studiengang	Master in Tourismusmanagement
Andere Studiengänge (gem. Lehrveranstaltung)	
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	<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>
Themen der Lehrveranstaltung	<p>Tourist experience and experiential tourism marketing</p> <p>Experiential marketing for tourism 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>Experiential tourism marketing through technologies, virtual realities, AI and social media</p>
Stichwörter	<p>Tourist Experience</p> <p>Experiential Design</p> <p>Co-creation, personalization and empowerment</p> <p>Social Media</p>
Empfohlene Voraussetzungen	
Propädeutische Lehrveranstaltungen	
Unterrichtsform	<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.</p> <p>Proper ethical conduct and academic honesty is expected at all times</p>
Anwesenheitspflicht	—
Spezifische Bildungsziele und erwartete	<p>Wissen und Verstehen</p> <p>Der/Die Studierende erwirbt spezifische Kompetenzen und</p>

Lernergebnisse	<p>Fähigkeiten, um Managementfragen aus der Perspektive der Führung von Tourismusunternehmen, der Entwicklung und Förderung von Tourismusdestinationen sowie der Planung und des Managements von integrierten Tourismussystemen und einzelnen Dienstleistungen in strategischer, organisatorischer und administrativer Hinsicht mit einer internationalen und interkulturellen Perspektive zu behandeln.</p> <p>Fähigkeit, Wissen und Verstehen anzuwenden Der/Die Studierende erwirbt die Fähigkeit, die für den Tourismussektor charakteristischen Probleme zu verstehen und zu analysieren, indem er Theorien und Modelle anwendet und geeignete Instrumente für das Management von Tourismusunternehmen einsetzt. Der/Die Studierende erwirbt die Fähigkeit, Modelle zur Analyse des Tourismusmarktes anzuwenden. Der/Die Studierende erwirbt die Beherrschung der Verwaltung der Humanressourcen und die Fähigkeit, der Unternehmenskultur den richtigen Stellenwert einzuräumen. Der/Die Studierende erwirbt auch Kenntnisse in der Buchhaltung und in der Finanzierung von Projekten zur Unternehmensentwicklung.</p> <p>Urteilen (making judgements) die Fähigkeit zu erwerben, Daten auszuwählen und die entsprechenden B29 Informationen zu verwenden, um ein Problem im Zusammenhang mit der Führung von Tourismusunternehmen sowie Vereinigungen und Konsortien und Reisezielen zu beschreiben; die Fähigkeit zu erwerben, empirische Modelle und Erkenntnisse in der Untersuchung von Tourismusunternehmen, Verbänden, Konsortien und Reisezielen miteinander zu vergleichen.</p> <p>Kommunikationsfähigkeit (communication skills) Der/Die Absolvent/in des Masters wird imstande sein, durch den Gebrauch verschiedener Fachsprachen, je nachdem, um welchen Empfänger und um welche kommunikativen und didaktischen Absichten es sich dabei handelt, die spezifischen Inhalte der einzelnen Bereiche effizient mündlich und schriftlich zu kommunizieren und die Auswirkungen seiner/ihrer Kommunikation</p>
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	<p>zu beurteilen. Die schriftlichen und mündlichen Fähigkeiten werden insbesondere in jenen Bildungstätigkeiten entwickelt, die zur Vorbereitung der Masterabschlussarbeit dienen, bei der Diskussion von Unternehmensfällen und in den interaktiven Vorlesungen, welche Gruppendiskussionen sowie einen Vergleich der individuellen Analysen vorsehen.</p> <p>Lernfähigkeit</p> <p>thematische Verbindungen zu ermitteln und Beziehungen zwischen verschiedenen Fällen und Analysekontexten herzustellen.</p> <p>ein neues Problem systematisch darzustellen und geeignete Taxonomien zu erzeugen.</p> <p>allgemeine Modelle ausgehend von den untersuchten Phänomenen zu entwickeln.</p>
Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)	
Art der Prüfung	<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. • 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

	<p>tools acquired and the students' ability to apply them to a variety of settings. The exam will last up to 70 minutes.</p> <ul style="list-style-type: none">• 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.</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>
Bewertungskriterien	<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.
Pflichtliteratur	<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>
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