Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Erlebnismarketing im Tourismus
Code der Lehrveranstaltung	31001
Zusätzlicher Titel der Lehrveranstaltung	
Wissenschaftlich-disziplinärer Bereich	ECON-07/A
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	The course refers to the typical educational activities it will cover current developments in experiential tourism marketing theory and practice, in particular: Tourist experience and experiential tourism marketing for businesses and destinations Designing and marketing experiential tourism attractions

	Co-creation, personalization and empowerment in experiential tourism marketing Experiential marketing as driver of sustainable tourism growth 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 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
Stichwörter	Tourist Experience Experiential Design Co-creation, personalization and empowerment 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: - 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. Professional behaviour is expected during class time. Proper ethical conduct and academic honesty is expected at all times
Anwesenheitspflicht	-
Spezifische Bildungsziele und erwartete	INTENDED LEARNING OUTCOMES (ILO)

Lernergebnisse	ILO 1: KNOWLEDGE AND UNDERSTANDING ILO 1.1 The student acquires specific competences and skills to deal with management issues from the perspective of the management of tourism enterprises, the development and promotion of tourism destinations and the planning and management of integrated tourism systems and individual services in strategic, organisational and administrative terms with an international and intercultural perspective. ILO 2: ABILITY TO APPLY KNOWLEDGE AND UNDERSTANDING ILO 2.1 The student/undergraduate acquires the ability to understand and analyse the problems characterising the tourism sector through the application of theories and models and the adoption of appropriate tools for the management of tourism enterprises. ILO 2.2 The student/undergraduate acquires the ability to use models for the analysis of the tourism market. ILO 2.3 The student/undergraduate acquires mastery in the management of human resources and in attributing the right value to the enterprise culture. ILO 3: AUTONOMY OF JUDGEMENT ILO 3.1 Acquire the ability to select data and use appropriate information to describe a problem concerning the management of tourism businesses as well as tourism associations and destinations ILO 3.2 Acquire the ability to relate models and empirical evidence in the study of tourism businesses, associations, consortia and tourist destinations ILO 4: COMMUNICATION SKILLS ILO 4.1 The Master's degree graduate will be able 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. Written and oral communication skills are particularly developed in the training activities carried out for the preparation of the Master's thesis, in the discussion of business cases and in interactive lectures involving group discussions and the comparison of individual analyses.

	ILO 5: LEARNING SKILLS ILO 5.1 To identify thematic connections and to establish relationships between different cases and contexts of analysis ILO 5.2 To frame a new problem systematically and generate appropriate taxonomies. ILO 5.3 To develop general models from the phenomena studied.
Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)	
Art der Prüfung	Attending students: The knowledge and the skills learned throughout the course will be assessed with: a written exam and two project works. • 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. (ILO1, ILO2.1, ILO2.2, ILO2.3, ILO3, ILO4) • 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. (ILO1, ILO2.1, ILO2.2, ILO5) 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. 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. Non attending students: 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. (ILO1, ILO2, ILO3, ILO4, ILO5) 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: For Attending Students - 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; 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. For NON-Attending Students - 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	Selected chapters from: - 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 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