Syllabus

Descrizione corso

Titolo insegnamento	Marketing Esperenziale per il Turismo
Codice insegnamento	31001
Titolo aggiuntivo	
Settore Scientifico-Disciplinare	ECON-07/A
Lingua	Inglese
Corso di Studio	Corso di laurea magistrale in Management del Turismo
Altri Corsi di Studio (mutuati)	
Docenti	prof. Serena Volo, Serena.Volo@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/7585
Assistente	
Semestre	Primo semestre
Anno/i di corso	1
CFU	6
Ore didattica frontale	36
Ore di laboratorio	-
Ore di studio individuale	-
Ore di ricevimento previste	18
Sintesi contenuti	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.
Argomenti dell'insegnamento	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
Parole chiave	Tourist Experience Experiential Design Co-creation, personalization and empowerment Social Media
Prerequisiti	
Insegnamenti propedeutici	
Modalità di insegnamento	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
Obbligo di frequenza	-
Obiettivi formativi specifici e risultati di apprendimento attesi	di elaborare modelli generali, a partire dai fenomeni studiati.
Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)	
Modalità di esame	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.
Criteri di valutazione	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.
Bibliografia obbligatoria	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.
Bibliografia facoltativa	Additional readings and cases will be presented during the course and will be available with the course material
Altre informazioni	
Obiettivi di Sviluppo Sostenibile (SDGs)	Ridurre le disuguaglianze, Utilizzo responsabile delle risorse, Città e comunità sostenibili