

Course Syllabus

Management and Marketing of Experiences 7.5 Credits*, First Cycle

Learning Outcomes

Upon completion of the course, students shall be able to:

- Identify and discuss the relationship between tourism products and services and tourist experiences
- Explain the role of interactions in the construction of tourist experiences
- Demonstrate an understanding of how businesses can design and manage experiences for tourist consumption
- Critically reflect on the ways in which tourism experiences might be influenced by current and future technologies
- Critically analyse the value of tourism experiences positively transforming individual behaviour

Course Content

This course will develop students' understanding of, and ability to develop, experiences in a tourism context. The differences between tourism products, services and experiences will be explored. As well, the co-production of tourism and experiences in relation to tourists and others will be given focus. The significance of construction and design will be explored and related to how meaningful and memorable experiences can be formed. Meaningful tourist experiences will be discussed as a way to affect the behavior of people. The discussion then turns to the potential of meaningful and transformative experiences in dealing with issues of sustainability. The course concludes with an exploration of the implications of present and future technology on the future of tourist experiences.

Assessment

- Assignment 2.5 credits
- Reflective report 2 credits
- Group assignment 3 credits

Forms of Study

Lectures, seminars and workshops. A field trip forms part of the course as do individual assignments and group work.

Grades

The Swedish grades A–F.

Assignment A-F

Reflective report U -G

Group assignment 3 A-F

A final grade A - F for the course is awarded after an overall assessment by the examiner

Prerequisites

30 credits within the program International Tourism Management

Subject:

Tourism Studies

Group of Subjects:

Tourism and Recreation Studies

Disciplinary Domain:

Social Science, 100%

This course can be included in the following main field(s) of study:

1. Tourism Studies

Progression Indicator within (each) main field of study:

1. G1F

Approved:

Approved 18 April 2019

Valid from 18 April 2019