

Spring semester – term 3 and 4			
<b>Course title</b>	Tourist Experiences		
<b>Course code</b>	N/A		
<b>Faculty</b>	Creative Business		
<b>Language of instruction</b>	English		
<b>Cycle</b>	First cycle/undergraduate/Bachelor level		
<b>Location</b>	<input checked="" type="checkbox"/> Rotterdam, <input type="checkbox"/> The Hague, <input type="checkbox"/> Delft, <input type="checkbox"/> Alkmaar, <input type="checkbox"/> Haarlem, <input type="checkbox"/> Diemen		
<b>ETCS (total 30)</b>	<b>Code</b>	<b>Subject Title</b>	<b>ECTS</b>
	TBA	Urban Experience Design	10
	TBA	Urban Tourist Experiences	15
	TBA	Individual Experience Track	5
<b>Course Content</b>	<p>The central focus of this minor is how to create unique tourist experiences at urban destinations. Unique and memorable experiences should transmit the DNA of urban places and define the local sense of place and true identity of a certain destination. If tourism is the performance, the destination is the stage. This course explores opportunities for experience design in the tourism industry. Hence, we will depart from your existing knowledge and take a big step forward for you to become an experience expert!</p>		
<b>Learning Outcomes</b>	<p><u>The main objectives of this course are:</u></p> <ol style="list-style-type: none"> <li>1. Redefine the ideas of the experience economy and apply them to the field of tourism.</li> <li>2. Study tourist destinations in detail and learn about their DNA, their distinctive nature and their competitiveness.</li> <li>3. Create tourist experiences for a defined market segment by using experience design methods.</li> <li>4. Organise and execute these activities in national and international urban environments.</li> </ol> <p><u>Content part 1 Urban Experience Design</u></p> <p>We start by tracing back the origins of the experience economy. Then gradually we will move into deeper levels of expertise by investigating new ideas and theories of experience design. We will also explore the DNA of Rotterdam and design a tourist experience for this city.</p> <p><u>Content part 2 Urban Tourist Experiences</u></p> <p>After solid analysis of the fieldtrip destination, an experience concept is created according to experience design principles. This experience is specifically aimed at a defined segment of the market. The next step is to organise and execute this tourist experience at a European city destination.</p> <p><u>Content Individual Experience Track</u></p> <p>Your individual skills and knowledge will be tested by an extensive experience analysis of a tourist destination. Furthermore, your personal attitude and role during projects,</p>		

	meetings and excursions is under assessment here as well. This involves managerial, organisational and co-operative skills.
<b>Lecturer(s)</b>	Bianca Kluin (Course Coordinator)– <a href="mailto:bianca.kluin@inholland.nl">bianca.kluin@inholland.nl</a> Senka Rebac Charlotte Beukers and other experts
<b>Mode of delivery, planned activities and teaching methods</b>	<p><u>Planned activities:</u> Workshops and masterclasses in the following fields of expertise:</p> <ul style="list-style-type: none"> <li>• Experience in Tourism: focus on new models of experience design and meaningful experiences.</li> <li>• Creative Techniques: practice with tools for creative and conceptual thinking.</li> <li>• Storytelling: learn about storytelling techniques applied to tourist destinations.</li> <li>• Experience in Practice: investigate the way experiences are created in various tourism segments.</li> <li>• Experience Marketing: how destinations and experiences are portrayed in different on- and offline media.</li> </ul> <p><u>Mode of delivery:</u> After successfully attending this course, a student is able to analyse the various aspects of a tourist destination and to draw up an experience analysis report. The student has gained experience in working together with colleague students from different countries and performing field research in an international environment. Moreover, the student is able to design tourist experiences but also organize and execute the activity on site and in real life (this may be a virtual, online experience).</p> <p><u>Teaching methods</u> Traditional and interactive class room lectures and masterclasses with additional practical workshops in the English language. The course includes a multiple day fieldtrip (Covid-19 circumstances permitting), day excursions, guest lectures, company visits.</p> <p><u>Fieldtrip</u> The fieldtrip and external excursions only take place if circumstances and safety-restrictions allow us to do so. Approximate costs: Experience fieldtrip (€ 500) and additional excursions in NL (€ 100). The fieldtrip is <u>an obligatory part of this course and is organized by students</u>. If the fieldtrip cannot take place at a foreign destination, the students will offer a virtual, online presentation of their experience. Preference is given to cities that can be defined as creative cities that have transformed from an industrial city to a cultural, leisure city.</p>
<b>Prerequisites and co-requisites (if applicable)</b>	The course is suitable for Bachelor students in the 3 <sup>rd</sup> and 4 <sup>th</sup> year of their studies. This course is designed to fit students who have a background in tourism, leisure management or a closely related field. Students must have a good level of English, at least level B2 of CEFR. Students can only subscribe for the program if they attend both part 1 as well as part 2 of the programme.
<b>Recommended or required reading and/or other</b>	Boswijk, A. P. (2012). <i>Economy of Experiences</i> . Amsterdam: Pearson Education Benelux.

<p><b>learning resources/tools</b></p>	<p>Smit, G. K. (2014). <i>Imagineering. Innovation in the Experience Economy</i>. Cabi Publishing.</p> <p>Stone, P. (2006). A dark tourism spectrum: towards a typology of death and macabre tourist related sites, attractions and exhibitions,. <i>Tourism, University of Central Lancashire</i>, 145-160.</p> <p>UNWTO. (2009). <i>Handbook on Tourism Destination Branding</i>. Madrid: World Tourism Organization.</p>
<p><b>Assessment methods and criteria</b></p>	<p>Urban Experience Design (10 ECTS): project/group assessment</p> <p>Urban Tourist Experience (15 ECTS): project/group assessment</p> <p>Individual Experience Track (5 ECTS): individual assessment</p>