

Course Title	Tourist Experiences
Term	Term 3 & 4;
Inholland Faculty	Faculty of Creative Business;
Course code	1218EXC01Z Individual Assignment 1 1218EXC02Z Written Exam Tourist Experiences 1 1218EXC03Z Experience Research Report 1218EXC04Z Individual Media Portfolio 1218EXC05Z Written Exam Tourist Experiences 2 1218EXC06Z Experience Marketing Plan
Inholland location	Rotterdam;
Cycle	first cycle
Number of ECTS	30
Language of instruction	English
Course content	<p>Step into the world of experiences in tourism! Live the local life, search for authenticity, design co-creation, harvesting meaningful encounters, follow the flow. In order to fully live as a transformative tourist, we need tourist experiences.</p> <p>As the world seems to become smaller, new tourist destinations are developing rapidly. Places that used to be hardly visible are now competing to attract visitors from all over the world.</p> <p>The central focus of this minor is how to manage these tourist destinations by creating an image of authenticity and uniqueness. Developing a sustainable strategy for the future is essential in the successful management of emerging destinations. Aspects like planning, policymaking and marketing are truly responsible for the growth and attractiveness of such a destination. However, creativity is essential to make a difference. Therefore, tourist places are thriving to stand out by creating memorable experiences for tourists.</p> <p>Storytelling is a tool for transmitting the specific sense of place and defining the true identity of a certain destination. If tourism is the performance, the destination is the stage. This course explores areas for growth in the tourism industry from an experience perspective. Hence, we will depart from your</p>

existing knowledge and take a big step forward for you to become an experience expert!

Course content part 1 Experience Research (15 ECTS)

We start by tracing back the origins of the experience economy and then gradually move into deeper levels of expertise by investigating new ideas and theories of experience design. We will also explore your existing knowledge of destination management and take a step further by looking at the specific identity of destinations. Students will analyse the fieldtrip destination in great detail and design a tourist experience for a specific segment of the market.

Courses that are offered:

- Experience in Tourism: focus on new models of experience design and meaningful experiences.
- Destination Management: on the unique identity of destinations using the Branding Pyramid.
- Tourism Policy Making: zoom in on strategic policy guidelines for creating unique experiences.
- Travel Geography: on the way geographical elements influence the experience of landscapes.

Course content part 2 Experience Marketing & Foreign Fieldtrip (15 ECTS)

In the second part of the minor you will organise and execute the actual tourist experience designed in part 1 during the foreign fieldtrip. Next, you will start designing another tourist experience during a new project assignment, where large emphasis is put on storytelling. You will get to know the city of Rotterdam better during local excursions organised by students. Also, you improve your writing skills in several hands-on workshops and assignments in order to promote, market and sell tourist experiences.

Courses in part 2 are:

- Storytelling: to learn storytelling techniques applied to tourist destinations.
- Experience in Practice: review on how experiences are created in various tourism segments.
- Destinations in Media: the way destinations are portrayed in different on- and offline media.

	<ul style="list-style-type: none"> • Global Communications: learn how other global cultures perceive tourist experiences. <p>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.</p>
Lecturer(s)	Bianca Kluin (Bianca.Kluin@inholland.nl)
Learning outcomes	<p>The main learning outcomes of this course are:</p> <ol style="list-style-type: none"> 1. Redefine the ideas of the experience economy and apply them to the field of tourism. 2. Study tourist destinations in detail and learn about their distinctive nature and competitiveness. 3. Become an expert in policy and planning strategies for tourist destinations at different policymaking levels. 4. Create tourist experiences for a defined segment of the market and organize and execute this activity.
Mode of delivery, planned activities and teaching methods	<p>Teaching methods:</p> <p>Traditional and interactive class room lectures with additional practical workshops in the English language. The course includes a multiple day fieldtrip, day excursions, guest lectures, company visits.</p> <p>Fieldtrip:</p> <p>The fieldtrip to a foreign destination is an obligatory part of this course and is organised by students in April. Previous destinations include Morocco, Croatia, Romania, Basque Country and Finnish Lapland. Preference is given to destinations still in an early stage of tourism development.</p> <p>Costs:</p> <p>The costs of the excursion are not included in the school fee and are estimated at around € 500,-. Another maximum of € 100,- can be expected for excursions within the Netherlands.</p>
Prerequisites and co-requisites (if applicable)	<p>The course is suitable for Bachelor students in the 3rd 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.</p>

<p>Recommended or required reading and/or other learning resources/tools</p>	<p>Literature used: Boswijk, A., Peelen, E. & Olthof, S., Economy of experiences, Pearson Education Benelux (2012). And many other sources that will be distributed in class.</p>
<p>Assessment methods and criteria</p>	<p>TEX 1 (January/February-mid April)</p> <ol style="list-style-type: none"> 1. Written Exam: individual case exam 2. Experience Research Report: group assessment 3. Individual assignment: individual research on regional policy and experience analysis. <p>TEX 2 (mid April-June/July)</p> <ol style="list-style-type: none"> 1. Written Exam: individual assignment based on storytelling and experiences in practice. 2. Experience Marketing Plan: group assessment. 3. Individual Media Portfolio: written essay and article assignment.