

Course Title	Tourist Experiences
Term	Term 3 & 4
Inholland Faculty	Faculty of Creative Business
Course code	<ul style="list-style-type: none"> • 1216EX1WEA Written Exam Tourist Experiences 1 • 1216EX1IAA Individual Portfolio • 1216EX1RRA Experience Research Report • 1216EX2WEA Written Exam Tourist Experiences 2 • 1216EX2IPA Individual Media Portfolio • 1216EX2MPA Experience Marketing Plan
Inholland location	Rotterdam
Cycle	first cycle / undergraduate / Bachelor level
Number of ECTS	30
Language of instruction	English
Course content	<p>Step into the world of experiences in tourism!</p> <p>As the world has become smaller, new tourist destinations are opening up rapidly. Places that used to be hardly visited 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 and create an image of authenticity and uniqueness. Destination management can play a vital role in the successful development of tourism in 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 really transmitting the specific sense of place and defining the atmospheric feel to a certain destination. If tourism is the performance, the destination is the stage. This course will explore areas for growth in the tourism industry from an experience economy perspective.</p> <p>The course exists of two parts with different courses:</p> <p>Part 1 (15 ECTS): Experience Research:</p> <ul style="list-style-type: none"> Experience in Tourism Destination Management Tourism Policy Making Travel Geography

	<p>Part 2 (15 ECTS): Experience Marketing & Foreign Fieldtrip:</p> <p>Experience in Practice Storytelling Destinations in Media Global Communications</p>
Lecturer(s)	Coordinator: Bianca Kluin - Contact by email: Bianca.Kluin@inholland.nl
Learning outcomes	<p>The main objectives of the Tourist Experiences 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 levels of policymaking. 4. Create a travel experience program for a defined segment of the market and design a marketing plan for this program. <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 give advice on the development of a tourist destination and write a marketing plan regarding this topic.</p>
Mode of delivery, planned activities and teaching methods	<p>Traditional classes are mixed with interactive class room lectures and practical workshops in the English language, Also part of the program are a multiple day fieldtrip to an emerging European destination, day excursions in the Netherlands, guest lectures and company visits.</p> <p>Tourist Experiences is suitable for 3rd year bachelor students in a 4 year bachelor's degree program of Tourism Management Studies or related studies.</p>
Prerequisites and co-requisites (if applicable)	<p>Basic knowledge on tourism and the experience economy is preferable but not required.</p> <p>The fieldtrip to a foreign destination is an obligatory part of this course. The costs of the excursion are not included in the school fee but will not be higher than € 500,-.</p> <p>Former destinations include Morocco, Croatia, Romania and Basque Country. Preference is given to destinations still in an early stage of tourism development.</p>

	<p>Another maximum of € 100,- can be expected for excursions within the Netherlands.</p> <p>Number of students: min. 15, max. 30 students.</p>
<p>Recommended or required reading and/or other learning resources/tools</p>	<p>Fletcher, J., <i>Tourism principles and practice</i>, Pearson Education (2018). Boswijk, A., Peelen, E. & Olthof, S., <i>Economy of experiences</i>, Pearson Education Benelux (2012).</p>
<p>Assessment methods and criteria</p>	<p>This minor will contain the following tests for each period:</p> <p>Part 1</p> <ul style="list-style-type: none"> 5 EC Experience Research Report (group project) 5 EC Written Exam (individual written case test) 5 EC Individual Portfolio (individual assignment) <p>Part 2</p> <ul style="list-style-type: none"> 5 EC Experience Marketing Plan (group project) 5 EC Written Exam (assignment made individually or in duo's) 5 EC Individual Portfolio (individual assignment) <p>The above tests will all be graded by using a grade on 10 point scale (1 being the lowest, 10 the highest grade).</p>