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| *COURSE DESCRIPTION* |
| **Course instructor**  | Joaquim Majó, Ph.D., Associate Professor, University of Girona |
| Name of the course | **Experience Design** |
| Study programme  | **Master in Sustainable Outdoor Hospitality Management** |
| Status of the course | Compulsary |
| Year of study | Year 2, Semester 3 |
| ECTS credits and manner of instruction | ECTS credits | 3 |
| Number of class hours (L+E+S) | 30 (15+0+15) |
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| *1. Course objectives* |
| If we consider experience theory and experience design, it may be framed under the value creation in society. Experience design focuses on more than traditional product creation and itinerary planning models. Value creation is based on participation by the tourist and how the emotional dimension can have an influence in the process, too. This subject is based on the creation of these experiences, how tourists co-create and share them, how technology can be used to design these experiences, etc. Basic concepts and models about experience economy will be addressed to understand the creation of experiences. |
| *2. Course enrolment requirements* |
| None. |
| *3. Expected learning outcomes* |
| * Plan the temporary deployment and execution of research and professional projects
* Identify the legal, ecological, economic, political and social implications of tourism proposals and actions
* Distinguish and identify the various problems in the management of products and destinations.
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| *4. Course content*  |
| 1. Definition and analysis of the experience2. Innovation in tourist destinations3. Environment analysis4. Design of tourist experiences5. Implementation of tourist experiences. 6. Examples of best experience practices |
| *5. Manner of instruction*  | **[ ]** lectures**[ ]** seminars and workshops **[x]** exercises **[ ]**  distance learning**[ ]**  fieldwork | **[x]** individual assignments**[ ]**  multimedia and network **[ ]**  laboratories**[ ]**  mentorship**[x]** other Case study |
| *6. Comments* | **-** |
| *7. Student responsibilities*  |
| Independent work and group work, attend classes |
| *8. Monitoring of student work* |
| Class attendance | *1* | Class participation | *0,2* | Seminar paper |  | Experimental work |  |
| Written exam | *0,5* | Oral exam |  | Essay | *0,5* | Research |  |
| Project | *0,2* | Continuous assessment | *0,6* | Report |  | Practical work |  |
| Portfolio |  | Case study |  |  |  |  |  |
| *9. Assessment of learning outcomes in class and at the final exam (procedure and examples)* |
| The evaluation of students will be based on work carried out throughout the course and the final project proposal in order to validate the theoretical - practical contents achieved during the year.The final group assignment will count 60% of the grade. And the individual activities or case studies will account for a 40%. |
| *10. Mandatory literature (at the time of submission of study programme proposal)*  |
| * Aho, S. K. (2001). Towards a general theory of touristic experiences: Modelling experience process in tourism. Tourism Review, 56 (3/4), 33-37.
* Loeffler B. y Church, B. (2015). The experience: The 5 principles of Disney service and relationship excellence. Wiley Ed.
* Mootee, Idris (2014) Design Thinking para la innovación estratégica Barcelona España Empresa Activa. Ediciones Urano
* Tourism in South Australia. (2009). Your guide to developing tourism products & experiences.
* Tung, V. W. S. y Ritchie, J. R. B. (2011). Exploring the essence of memorable tourism experiences. Annals of Tourism Research, 38(4), 1367-1386.
 |
| *11. Optional/additional literature (at the time of submission of the study programme proposal)*  |
| * Tussyadiah, I. P. (2014). Toward a theoretical foundation for experience design in tourism. Journal of Travel Research, 53(5), 543-564.
 |
| *12. Number of assigned reading copies in relation to the number of students currently attending the course*  |
| *Title* | *Number of copies* | *Number of students* |
| * Aho, S. K. (2001). Towards a general theory of touristic experiences: Modelling experience process in tourism. Tourism Review, 56 (3/4), 33-37.
 | *Available online* | *30* |
| * Loeffler B. y Church, B. (2015). The experience: The 5 principles of Disney service and relationship excellence. Wiley Ed.
 | *Available online* | *30* |
| * Mootee, Idris (2014) Design Thinking para la innovación estratégica Barcelona España Empresa Activa. Ediciones Urano
 | *Available online* | *30* |
| * Tourism in South Australia. (2009). Your guide to developing tourism products & experiences.
 | *Available online* | *30* |
| * Tung, V. W. S. y Ritchie, J. R. B. (2011). Exploring the essence of memorable tourism experiences. Annals of Tourism Research, 38(4), 1367-1386.
 | *Available online* | *30* |
| * Loeffler B. y Church, B. (2015). The experience: The 5 principles of Disney service and relationship excellence. Wiley Ed.
 | *Available online* | *30* |
| *13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences* |
| The quality of the programme and the performance of the teaching process will be evaluated in accordance with the general act of University of Girona and quality assessment procedure of Master of Sustainable Outdoor Hospitality Management. |