

Department	14 Tourism
Course title	Special Aspects of Tourism -The Visitor Experience: Contemporary Concepts and Characteristics
Hours per week (SWS)	2
Number of ECTS credits	3
Course objective	To examine and evaluate the visitor experience in tourism from a contemporary perspective and to understand the managerial implications of visitor experiences.
Prerequisites	
Recommended reading	Articles, reports and case studies will be available on Moodle
Teaching methods	Seminar, student led-discussions and small workshops
Assessment methods	Research report 50% Oral presentation and workshop 50%
Language of instruction	English
Name of lecturer	Dr Olga Junek
Email	olga.junek@vu.au and ojunek@hm.edu
Link	
Course content	<p>The aim of this course is to examine the management of visitor experiences from a contemporary perspective. Students will learn about the experience economy and its importance and how tourism enterprises can provide the optimal experiences for visitors. The challenges associated with visitor experiences currently and in the future will be considered and evaluated.</p> <p>A range of topics and case studies will be discussed in the first part of the course and students will be expected to actively engage in discussion based on reading and class lectures. Examples and case studies will be drawn from Australia, Asia Pacific as well as from Europe.</p> <p>The second part of the course will consist of student presentations/workshops to the entire class and the submission of a written research paper.</p> <p>Topics will include: Understanding the Visitor Components of the visitor experience Different Attractions, different Visitors (museums, theme parks, national parks) Staged vs. Authentic Experiences Interpretation Technology and the visitor (AR, VR, smart tech) Socially mediated experiences Accessibility Major Events and the visitor experience (Case Study Australian Open) Cross-cultural issues and the visitor</p> <p>All reading material and lecture notes will be provided on Moodle. Students will be graded on the following scale: Presentation and workshop facilitation: 50% ; Written Paper 50 %</p>
Remarks	