



<b>Department</b>	14 Tourism
<b>Course title</b>	<b>Special Aspects of Tourism -The Visitor Experience: Contemporary Concepts and Characteristics</b>
<b>Hours per week (SWS)</b>	4
<b>Number of ECTS credits</b>	5
<b>Course objective</b>	To examine and evaluate the visitor experience in tourism from a contemporary perspective and to understand the managerial implications of visitor experiences.
<b>Prerequisites</b>	
<b>Recommended reading</b>	Articles, reports and case studies will be available on Moodle
<b>Teaching methods</b>	Seminar, student led-discussions and small workshops
<b>Assessment methods</b>	Research report 50% Oral presentation and workshop 50%
<b>Language of instruction</b>	English
<b>Name of lecturer</b>	Dr Olga Junek
<b>Email</b>	olga.junek@vu.au and ojunek@hm.edu
<b>Link</b>	
<b>Course content</b>	<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:</p> <ul style="list-style-type: none"><li>Understanding the Visitor</li><li>Components of the visitor experience</li><li>Different Attractions, different Visitors (museums, theme parks, national parks)</li><li>Staged vs. Authentic Experiences</li><li>Interpretation</li><li>Technology and the visitor (AI, AR, VR, smart tech)</li><li>Socially mediated experiences</li><li>Accessibility</li><li>Major Events and the visitor experience</li><li>Cross-cultural issues and the visitor</li><li>Transformative Tourism</li></ul> <p>All reading material and lecture notes will be provided on Moodle.</p> <p>Students will be graded on the following scale: Presentation and workshop facilitation: 50% ; Written Paper 50 %</p>
<b>Remarks</b>	Transformative tourism