

Rettelsesblad til

Studieordning for Cand Negot i International Turisme og Fritids Management

i Kolding 2013, revideret 2015

Gælder for studerende indskrevet pr. 2014 og senere

Tourism Experience Design (Turismeoplevelsesdesign)			Teaching activity no.:
Study:	Cand.negot. in international tourism and leisure management		
ECTS:	10 ECTS	By:	Kolding
Semester-placering:	2nd semester	Institute:	Dptm. of Design and Communication
Language of instruction:	English	Responsible teachers:	Janne Liburd
Approved:	Study Board: 21. September 2012 by the Study Board of Negot. Studies		

a. Duration of the course:

3 lessons a week in the 2nd semester.

b. Aims

This course introduces the concept and practice of experience design to create and manage tourism environments and programs with a focus on quality tourism experiences. Students will learn to integrate various theories, methods, and design principles to add value to tourists' experiences.

Upon completion of this class, students are expected to:

- ☐ Demonstrate a fundamental understanding of the tourism experience design process;
- ☐ Critically assess the relevance and applicability of new design approaches to deliver meaningful tourism experiences;
- ☐ Demonstrate an ability to efficiently scan and integrate media and secondary data resources into the tourism experience design process;
- ☐ Demonstrate an ability to use quantitative and qualitative methods to measure and evaluate tourism experiences.

c. Subject content

- ☐ Experience Design: Concept and Practice
- ☐ Defining the Experience Production
- ☐ Defining and Configuring the Structure of Tourism Experience
- ☐ Identifying Experience Design Problems

- ☐ Designing Meaningful Tourism Experiences
- ☐ Staging & Performing Tourism Experience
- ☐ Mediating Tourism Experiences
- ☐ Capturing and Evaluating Tourism Experiences: Experience Based Research

d. Form of teaching and working

Lectures, group discussions, design exercises, and students' oral and visual presentations.

e. Assessment criteria

Students' performance will be assessed on the mastery of course content and the ability to apply theories and methods to design cases reflected in the quality of their writing assignment and visual presentation and the depths and thoughtfulness of their responses during oral examination. Students will develop a new concept of tourism experience through a continuous design process throughout the semester. Emphasis is further placed on the degree to which the student's performance lives up to description of aims and on the degree to which students master the general competences described in §1.

f. Examination requirements

A. Home Assignment

Examination form: group assignment on (a) theme(s) decided by the teacher and students. The teacher will publish the dates for handing out the assignment and the submission date of the paper at the beginning of the course.

Number of pages: 10-12 standard pages per student

Multiple participants: Yes max 3.

Second examiner: One internal

Assessment: 7-grade scale. One grade covering both the home assignment and the oral examination

B. Oral examination

Examination form: An oral examination on selected subjects of experience design, including: the dimensions of experience, design principles, staging, performing, and mediating tourism experiences, as well as experience-based research. Students are expected to use their experience design concept as a context when answering the exam questions and use their visual presentation tool (e.g., slides, posters, figures, etc.).

Duration: 20 minutes if one in a group, 20 minutes if two in a group, 30 minutes if three in a group

Preparation: No

Second examiner: One internal

Assessment: 7-grade scale. One grade covering both the home assignment and the oral examination

Weighting: 10 ECTS together with the home assignment.

Re-examination:

Submission of individual revision of those aspects of the group project that the examiners found to be insufficient with regard to a particular student plus oral re-examination of 20 minutes.

Rettelser er godkendt af Studienævn for Design og Turisme den 6. marts 2015.

Rettelser er godkendt af dekanen for Det Humanistiske Fakultet den 30. april 2015.