



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Academic year 2020/2021

Code-Course	062216 - Tourism experience design		
Year	2º	Credits	6 cr ECTS
In-class hours	60 hours	Hours of individual work	90 hours
Thematic Area	Marketing and Commercialization	Course Type	Compulsory Subject

BRIEF COURSE DESCRIPTION

Tourism in the 21st century is undergoing permanent transformation to respond to the many challenges posed to society. The current tourism demand, that is, the stages or cycles of a trip, are lived in a dynamic, heterogeneous, informed and participatory way. Despite the importance of factors such as location and price when choosing a travel destination, experience today is one of the key factors in deciding where to travel. Today's consumers are increasingly looking for authentic, unique and memorable experiences that will allow them to enjoy to the full, both individually and collectively.

This subject deals with the conceptualization, evolution and analysis of experiences around a tourist activity, the importance of the tourist experience will be unfolded from different perspectives or complementary aspects. For example, how an economic and market-oriented vision focuses on the key role of the visitor as a co-creator and designer of wholistic and memorable experiences. In this area, concepts such as the economics of experience or experiential marketing will allow students to learn and develop key aspects of the course. These aspects will focus on perception, feelings, thinking, interacting and the relationship between tourists, destinations and tourism and service companies for the creation and design of tourism experiences.

BASIC SKILLS

BS03 – Students must be able to collect and interpret important information (in their study field) in order to formulate judgments with reflections on important social, scientific and ethical issues.

BS04 – Students must be able to transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.



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GENERAL SKILLS

GS03- Have initiative and an entrepreneurial spirit.

GS04- Have a commitment to ethics.

GS09- Work in an international context.

SPECIFIC SKILLS

SS01- Understand the principles of tourism and the importance of its socio-cultural and environmental impact.

SS11- Manage tourist accessibility and mobility.

LEARNING METHODOLOGY

The learning methodologies planned for this subject contemplate different activities that contribute to develop the skills related to this course. Some of the learning activities that will be developed are the following:

- Lectures
- Case studies
- Discussions
- Practical exercises
- Problem-based learning

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.



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Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.