



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Bachelor's Degree in Tourism
Academic Year [2024/25]

Code - Course	062216 – Tourism experience design				
Type	Compulsory		Year	2 nd	
Thematic Area	Marketing and Commercialization		Credits	6 ECTS	
Teacher in charge of the course			Sara Mendez Cano		
In-class	60 hours	Teacher-led	40 hours	Individual	50 hours

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.



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 OBJECTIVES

1. Know the different types of consumers and the evolution of their need and expectations.
2. Understand the determining factors of the tourist location.
3. Extrapolate experiences and make decisions based on characteristics of various tourism models, their potential and their evolution.
4. Know the different products and destinations, especially those with an innovative and sustainable vision in the environment where they are developed.

ACADEMIC CONTENTS

- 1) What is an experience?
- 2) Tourism Innovation: definition and type.
- 3) Stages of tourist product creation
- 4) Role of the public administration in the creation of tourist product
- 5) Customer: segmentation and hyper segmentation. Buyer person.
- 6) Elements of value. Model Bain company
- 7) Creativity. Methodologies and techniques
- 8) Logistics and Distribution Tourist Experiences: channels, pricing, specific related marketing.



Centre adscrit



UNIVERSITAT DE
BARCELONA

9) Practical cases of tourist experiences in the framework of tourist companies and destinations. |

LEARNING METHODOLOGY

The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:

- Lectures
- Case studies
- Guided 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.

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.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start.



Centre adscrit



UNIVERSITAT DE BARCELONA

COURSE CONTENT

Bachelor's Degree in Tourism
Academic Year [2024/25]

Activities	Type	Continuous	Single	Week deadline
Group activity and presentation *: Creation of an original and innovative tourist experience based on the techniques and knowledge acquired.	Group	30%	40 %	Week 12
* For students in a single assessment, this activity will be individual.				
Individual activity: This activity consists of solving a challenge related to the tourist experience in a destination or company.	Individual	20%	-	Week 10
Individual activity: cases	Individual	10%	-	Week 5
Final Exam	Individual	40%	60%	Exam Week
Total		100%	100%	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

Revision and Reassessment of the Course

The student has the right to revise all the evidences that have been designed for the assessment of learning.



Centre adscrit



UNIVERSITAT DE
BARCELONA

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in the case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

REFERENCES

Alcaide, J. C. & Díez, M. (2019), Customer experience: las claves de la experiencia de cliente en la era digital cognitiva. ESIC editorial.

Cornella, A. (2019). Cómo innovar sin ser google. Ed. Profit.

Pine J. & Gilmore J. (1999). The experience economy. Harvard Business.

UNWTO (2012). Manual de desarrollo de productos turísticos.

UNWTO (2016). The transformation power of tourism. Global Report Afiliates. |

Fernández-Villarán Ara, A., Rodríguez-Zulaica, A. & Pastor Ruiz, R. (2019). Distribución turística - Las empresas de intermediación en la transformación digital. Editorial Síntesis.