

Syllabus

Course description

Course title	Experiential Tourism Marketing
Course code	31001 for Master in Tourism Management (and 27510 for the Master in Data Analytics for Economics and Management)
Scientific sector	ECON-07/A
Degree	Master in Tourism Management and Master in Data Analytics for Economics and Management
Semester and academic year	1st Semester 2025/2026
Year	1st study year
Credits	6
Modular	No

Total lecturing hours	36
Total lab hours	-
Total exercise hours	-
Attendance	suggested, but not required
Prerequisites	not foreseen
Course page	Course Offering - Enrolled from 2025 / Free University of Bozen-Bolzano

Specific educational objectives	<p>The course refers to the typical educational activities and belongs to the scientific area of Business Administration.</p> <p>The course will cover current developments in experiential tourism marketing theory and practice. The course is intended to develop skills, competences and knowledge about experiential tourism marketing processes by stimulating specific competences in designing, managing and evaluating experiential tourism marketing ideas leading to tourism companies and destination success in the marketplace.</p> <p>After having successfully completed the course, students will be able to master the following competences and skills: apply the concepts and theories of tourist experience in different marketplace contexts and provide insights into the role of experiential tourism marketing; apply experiential tourism marketing concepts and methods to different types of tourism players; assist tourism destinations, attractions and companies to design, deliver and market excellent tourism experiences; understand tourists' behavior and e-behavior to foster co-creation, personalization and empowerment in experiential tourism marketing; evaluate</p>
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	experiential tourism marketing ability to drive and support sustainable tourism growth; understand and apply concepts of experiential tourism marketing implemented through technologies, social media, virtual realities, and AI as to interpret their value and assist in decisions making for tourism organizations.
Lecturer	Serena Volo, Serena.Volo@unibz.it , Campus Bruneck-Brunico, 1st floor, Office 1.10 Serena Volo / Free University of Bozen-Bolzano
Scientific sector of the lecturer	SECS-P/08
Teaching language	English
Office hours	Timetables / Free University of Bozen-Bolzano
List of topics covered	<p>Tourist experience and experiential tourism marketing</p> <p>Experiential marketing for tourism destinations</p> <p>Designing and marketing experiential tourism attractions</p> <p>Co-creation, personalization and empowerment in experiential tourism marketing</p> <p>Experiential marketing as driver of sustainable tourism growth</p> <p>Experiential tourism marketing through technologies, virtual realities, AI and social media</p>
Teaching format	<p>This course will be taught through lectures, group activities, online research, experiential exercises, flipped classroom and class-discussions:</p> <ul style="list-style-type: none"> - The theoretical background will be presented in lectures. - The practical application of this theoretical background will then be explored through group activities, experiential exercises, online research, flipped classroom activities and class discussions, which will be conducted within the framework of short research activities, readings and case studies. <p>Professional behaviour is expected during class time. Proper ethical conduct and academic honesty is expected at all times.</p>
Learning outcomes	<p>Knowledge and understanding of:</p> <ul style="list-style-type: none"> - models and applications of experiential tourism marketing, - information, tools, and data that can support the design, creation, management, and marketing of experiential tourism for destinations, attractions and tourism businesses, and - approaches of experiential tourism marketing that can foster competitiveness while supporting and enhancing sustainability.

	<p>Apply knowledge and understanding:</p> <ul style="list-style-type: none"> - of experiential tourism marketing frameworks, concepts, and methods to different types of tourism organizations, - to assist tourism organizations to deliver excellent tourism experiences and evaluate tourists' perceived value and, - to frame experiential tourism for strategic marketing decisions in a variety of tourism businesses and organizations. <p>Making judgments on the appropriate theories, models, information and tools to allow a company to thrive using experiential tourism marketing.</p> <p>Communication skills: leaning how properly communicate experiential tourism marketing and tools both verbally and in written format using textual and visual tools.</p> <p>Learning skills: learning how to identify a variety of useful models, sources and tools of experiential tourism marketing and be able to systematize them, to use them for analytical purposes, to apply them in different contexts and eventually to create new models of experiential tourism.</p>
<p>Assessment</p>	<p><u>For Attending Students</u> (regular attendance will be recorded by the lecturer, at least 50% of attendance is required to qualify as attending student)</p> <p>The knowledge and the skills learned throughout the course will be assessed with: a written exam and two project works.</p> <ul style="list-style-type: none"> • <u>Two project works (20+20%) in groups</u> will take place during the course, the dates will be communicated during the first lecture (the dates will also be available in the course material). The project works will consist of applied projects on experiential tourism marketing to be prepared in class and presented in groups with the objective of assessing the students' ability: a) to evaluate real life data, take decisions, apply experiential tourism marketing knowledge and b) to successfully communicate to a qualified audience. • The <u>final written exam (60%)</u> will consist of up to four essay and/or open-ended questions aimed at testing the knowledge of experiential tourism marketing concepts, models, techniques, and tools

	<p>acquired and the students' ability to apply them to a variety of settings. The exam will last up to 70 minutes.</p> <ul style="list-style-type: none"> Any student discovered plagiarizing, engaging in academic dishonesty, or in any other dishonest conduct will fail the course and the regulations of the Faculty on academic misconduct will apply. <p>Results of the project works are valid <u>only for the academic year in which these activities have taken place</u>, and results of these activities cannot be carried over beyond that time frame.</p> <p><u>For NON-Attending Students</u> (Students who will not attend at least 50% of classes or will be unable to complete the project work)</p> <p>The knowledge and the skills learned throughout the course will be assessed with: <u>a written exam (100%)</u>. The final exam will cover all topics, will include up to six essays and/or open-ended questions at testing the knowledge of experiential tourism marketing concepts, models, techniques, and tools acquired and the students' ability to apply them to a variety of settings. The final exam will last up to 110 minutes.</p> <p>Any student discovered plagiarizing, engaging in academic dishonesty, or in any other dishonest conduct will fail the course and the regulations of the Faculty on academic misconduct will apply.</p>
Assessment language	English
Evaluation criteria and criteria for awarding marks	<p>The students' learning outcomes will be evaluated as follows:</p> <p><u>For Attending Students</u></p> <ul style="list-style-type: none"> The following criteria will be used to evaluate the <u>project works</u>: ability to work in a team, creativity in experiential tourism marketing, analyze data, compare and contrast topics; skills in critical thinking, ability to summarize and communicate findings; The following criteria will be used to evaluate the final <u>written exam</u>: relevance and clarity of answers, ability to summarize, evaluate, compare and contrast models, topics and data; <p>Results of the project works are valid only for the academic year in which these activities have taken place, and results</p>

	<p>of these activities cannot be carried over beyond that time frame.</p> <p><u>For NON-Attending Students</u></p> <ul style="list-style-type: none"> - The following criteria will be used to evaluate the final <u>written exam</u>: creativity in experiential tourism marketing, analyze data, compare and contrast topics; skills in critical thinking, relevance and clarity of answers, ability to summarize, evaluate, compare and contrast models, topics and data, and ability to summarize and communicate findings.
Required readings	<p>Selected chapters from:</p> <ul style="list-style-type: none"> - Smith, K., & Hanover, D. (2016). Experiential marketing: Secrets, strategies, and success stories from the World's greatest brands. John Wiley & Sons. - Batat, W. (2019). Experiential marketing: Consumer behavior, customer experience and the 7Es. Routledge. - The Routledge Handbook of Tourism Experience Management and Marketing (2020) Dixit, Saurabh Kumar, Abingdon: Routledge, Routledge Handbooks - Routledge Handbook of the Tourist Experience (2021) Sharpley, Richard, Abingdon: Routledge, Routledge Handbooks <p>Selected scientific articles that are available from the unibz library will be indicated during the course and will be available with the course material.</p>
Supplementary readings	<p>Additional readings and cases will be presented during the course and will be available with the course material.</p>