

COURSE TITLE	Experience Economy and Tourism	
Study programme	Professional Graduate Study Management, module Destination Management	
Lead instructor	Persons who meet the requirements laid down by the Act on Higher Education and Scientific Activity	
Course status	Compulsory	
Year of study	Year 1 (semester 2)	
Credits and mode of delivery	ECTS workload	4
	Number of hours (L+P+S)	45 (30L + 0P + 15S)
COURSE DESCRIPTION		
<i>Course objectives</i>		
• To introduce students to the concept and theory of the experience economy. • To raise awareness of the importance of authentic experiences in creating recognisable tourism products. • To develop new tourism products based on authentic experiences.		
<i>Course enrolment requirements</i>		
Basic knowledge of tourism acquired at the undergraduate level through the course “Theory and Organisation of Rural Tourism” or another related course providing equivalent prior knowledge.		
<i>Expected learning outcomes</i>		
LO1: Describe the basic features of the economic environment that led to the development of the experience economy. LO2: Explain the importance of innovation in delivering experiential value within tourism destination and individual tourism products. LO3: Understand the role of authentic experiences within the integrated tourism product as a tool for gaining competitive advantage in the tourism market. LO4: Develop tourism products using creative ideas based on authentic experiences. LO5: Manage tourism products to deliver authentic experiences to tourists and visitors.		
<i>Course content</i>		
The experience economy as a new paradigm in economic theory. Pine and Gilmore’s theory of the experience economy and its application in tourism. The power of experiences in delivering added value to end users. Experiences as a tool for product positioning and competitive advantage. The importance of delivering new experiences as an integral part of a destination’s tourism product. Innovation and creativity in experience-based tourism. The importance of stakeholder networking within a destination to create authentic tourism experiences. Special interest tourism in the context of the experience economy. Creative tourism – tourism of special experiences. Interpretation of authentic experiences based on heritage and traditional values. Development of innovative destination tourism products based on delivering authentic experiences to tourists and visitors.		
<i>Assessment and evaluation of student work during classes and the final exam</i>		
Assessment is based on evaluation of the achievement of course learning outcomes. Assessment is conducted continuously during the lessons and/or in the final exam, in accordance with the provisions of the institution's Ordinance on Assessment and Evaluation of Student Work and the Annual Curriculum Plan.		