

SUBJECT TEACHING GUIDE

M2085 - Management of Tourist Offline and Online Experience

Master's Degree in Marketing Management (Tourism Businesses)

Academic year 2021-2022

1. IDENTIFYING DATA					
Degree	Master's Degree in Marketing Management (Tourism Businesses)			Type and Year	Optional. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Professional Orientation Subjects				
Course unit title and code	M2085 - Management of Tourist Offline and Online Experience				
Number of ECTS credits allocated	2,5	Term	Semester based (2)		
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS				
Name of lecturer	HECTOR SAN MARTIN GUTIERREZ				
E-mail	hector.sanmartin@unican.es				
Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2. DESPACHO PROFESORES ASOCIADOS Y FORMACION (C230)				
Other lecturers	ROSA PATRICIA MARTINEZ GARCIA DE LEANIZ				

3.1 LEARNING OUTCOMES

- Understand the main concepts and tools involved in tourist experiences management.

4. OBJECTIVES

- Master the main concepts and metrics involved in customer experience management.
- Master the key elements of offline tourist experiences.
- Master the key elements of online tourist experiences.

6. COURSE ORGANIZATION

CONTENTS

1	<p>TOPIC 1 - INTRODUCTION TO CUSTOMER EXPERIENCE MANAGEMENT</p> <p>1.1. Concept of customer experience</p> <p>1.2. Customer experience metrics</p> <p>1.3. Customer journey and customer experience</p>
2	<p>TOPIC 2 - EXPERIENCE MANAGEMENT IN OFFLINE TOURISM ENVIRONMENTS</p> <p>2.1. Atmosphere and tourist experience</p> <p>2.2. Exterior design and tourist experience</p> <p>2.3. Interior design and tourist experience</p>
3	<p>TOPIC 3 - MANAGING EXPERIENCES WITH TOURIST DESTINATIONS</p> <p>3.1. Approach to the tourist experience with the destination</p> <p>3.2. Tourist experience and destination image</p> <p>3.3. Tourist experience in pandemics time</p> <p>3.4. Virtual tourism experiences</p>

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Individual exam	Activity evaluation with Virtual Media	No	Yes	50,00
Team work	Work	No	Yes	40,00
Individual participation	Others	No	No	10,00
TOTAL				100,00
Observations				
<ul style="list-style-type: none"> - Individual exam: evaluation, through an exam on the Moodle platform, of the theoretical knowledge acquired by the student. - Teamwork: evaluation of the students' ability to apply theoretical contents in a real tourism environment. - Individual participation: evaluation of the student's participation in the activities proposed by the teacher. 				
Observations for part-time students				
The evaluation of the subject for part-time students will consist of a theoretical exam and a practical work, following the guide established in the subject.				

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

- Alcaide, J.C., Díez, M. (2019). Customer experience. Las claves de la experiencia de cliente en la era digital cognitiva. ESIC Editorial, Madrid.
- Rodríguez, A. (2016): ¿Cómo diseñar una experiencia turística? Editorial UOC, Barcelona.