

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Creative Experience Design
Name of the subject in English:	Creative Experience Design
Credit value of the subject:	3
The code of the subject in the electronic study system:	MN-CREXDE-03-GY
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Tourism
Course type and number of contact hours:	Practical, class per week: 3, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

Students will understand what creativity and experience can mean in a range of contexts, including guest experiences and leisure attractions. The framework will include an overview of the experience economy as well as creative thinking theory. Students will learn how approaches can be implemented in actual situations. We critically evaluate the use of technology-based and non-technology-based experiences. Knowledge will be gained of the needs and interests of different target segments and the role that leisure and lifestyle trends play in influencing interests and preferences, including the growth of the sharing economy. Emphasis will be placed on the need to create exciting, unique and authentic experiences. Students will also analyse how experience can be monitored and reviewed and learn to create their own experience design plans.

SUMMARY OF THE CONTENT OF THE SUBJECT

This course is taught in the first semester of the Masters' program and therefore provides a foundation in creative thinking as well as experience design, which are important elements when creating competitive tourism services which lead to customer satisfaction. The course complements parallel courses such as Cultural, Creative and Heritage Tourism, which focuses more on the macro environment and general management issues. This course rather focuses on the use of specific digital and non-digital tools which are used within attractions and sites to enhance experiences. This course also complements the Marketing and Communication Management course in Semester 1, as it focuses on the needs and profiles of different segments of visitor.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Students will critically analyse case studies to understand the application of theory to practice

Students will undertake research on customer reviews of attractions and practice providing feedback to criticisms

Students will try out apps for different attractions to understand how to create more user-friendly tools

There will be a workshop in which students will be asked to create customer journeys through attractions requiring practical, creative and empathy skills

EVALUATION OF THE SUBJECT:

Students should produce an experience design plan for a destination, site, attraction or museum. This can be real or fictional. The plan should include:

- Innovative or creative ideas for experience design (this tests critical and creative thinking skills)
- Use of technology in experience design (how much and what kind?) (this tests their ability to apply theory to practice)
- Attention to the needs of different visitor segments (this requires research and empathy skills)
- Uniqueness compared to the competition (this requires market knowledge and creative development skills)

The number of points for each section is highlighted in the marking criteria, for example, creative and innovative skills are worth 30 points (i.e. how original their approach is); their attention to the needs of different visitor segments is worth 25 points. The total is 100 points. They need to engage in original and creative thinking to score highly and they must show that they are unique compared to the competition based on research. Their proposed use of new technology is also an important component. A basic pass can be gained by demonstrating a knowledge of experience design principles, but a higher grade is only possible if they are creative and show originality.

This task requires the students to use creative thinking and to apply experience theory to practice, thus developing innovation skills. They are evaluated on their ability to deal with micro issues in depth compared to previous courses which focused more on external and macro issues (e.g. Cultural, Creative and Heritage Tourism). The skills of critical thinking, creativity and empathy are transferable to any workplace requiring them to deal with customer experience and satisfaction.

OBLIGATORY READING LIST:

- *Creating and managing experiences in cultural tourism*. World Scientific, [2019]

RECOMMENDED READING LIST:

- Dew, Robert.: *Customer experience innovation : how to get a lasting market edge*. , 2018
- Frochot, Isabelle: *Marketing and designing the tourist experience*. Goodfellow, 2013
- Pine, B. Joseph.: *The experience economy : work is theatre & every business a stage*. Harvard Business School Press, c1999