# Designing Tourist Experience (with Workshop)

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***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The Designing Tourist Experience course aims to prepare students for the following roles, designers and managers of sustainable food and wine tours in various national and international contexts and consultants for public and private bodies in the sector of tourism promotion, which is responsible for the socioeconomic development of a specific destination through tourism.

By the end of the course, students will be able to: understand the main topics, both theoretical and applied, linked to the various travel cultures; identify the fundamental social dynamics of the tourism phenomenon; apply the social research method, both qualitative and quantitative, to tourism planning and customer satisfaction; identify the social and cultural motivations behind the choices made by tourists, both Italian and foreign.

***COURSE CONTENT***

Introduction to the sociology of tourism and social research methods applied to tourism; travel and tourism cultures; tourism in contemporary society; sustainable and slow tourism; food and wine tourism; other forms of tourism; the dynamics of tourism in Lombardy; the phenomenon of tourism at an international level; the factors motivating tourists and the organisation of trips; designing tourist experience.

Workshop: case studies of tourist experiences, both nationally and internationally; tourist experience evaluation and customer satisfaction.

***READING LIST***

P. Corvo, G. Fassino (a cura di), *Viaggi gastronomici e sostenibilità*, FrancoAngeli, Milano 2018.

F.M. Lo Verde, P.Corvo, V.Pepe, *Sociologia dei consumi turistici*, Pearson, Milano, 2023.

Details of further reading material will be provided in lectures.

***TEACHING METHOD***

Interactive frontal lectures, group exercises on specific themes, use of Blackboard, with possible film clips, photographs and texts related to the topics covered in lectures; workshops and case studies on tourism planning and customer satisfaction, both nationally and internationally.

***ASSESSMENT METHOD AND CRITERIA***

The exam is divided into two mandatory parts, each worth 50% of the final mark:

1) Group assignment on a topic assigned at the beginning the academic year on planning the tourism experience, at a national or international level. Each group will use PowerPoint, video or other forms of communication to share their final project in class in one of the last lectures of the course. Each group will need to write a 30,000-character essay using MS Word.

2) Individual oral examination on the course syllabus and texts to prepare. There will be a particular focus on the relationship between sociology of tourism theories and the design of tourism experiences.

***NOTES AND PREREQUISITES***

As this is an introductory course, there are no prerequisites in terms of content. However, students are encouraged to read material in advance (books, magazines, etc.) on sociology of tourism and travel.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.