



Module/Subject Title:	Enhancing the visitor journey
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Scope:	2 ECTS
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Introduction:	The module will examine ways to better understand the value in the visitor experience and explore possible ways to enhance that experience. A key aspect explored will relate to the art of storytelling and how it can help connect the visitor experience to a particular location and can strengthen in an authentic manner that overall experience.
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Prescribed reading:	
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Recomm. reading:	http://www.visitscotland.org/pdf/Tourism%20Development%20Framework%20-%20FINAL.pdf
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<http://blog.wtmresponsibletravel.com/2014/05/28/destination-marketing-south-africa-storytelling-responsible-tourism/>

Additional material:	https://www.theseus.fi/bitstream/handle/10024/84554/Technology%20Enhanced%20Tourist%20Experience%20-%20Insights%20fr
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<http://www.tourismconsumption.org/JTCAPV6N1CORNELISSE.pdf>

<http://www.tourismtheories.org/?p=719>

http://www.culturaldiplomacy.org/acd/content/articles/2011loam/participant-papers/stories_and_storytelling_-_added_value_in_cultural_tourism.pdf

http://www.nordicinnovation.org/Global/_Publications/Reports/2010/201012_StorytellingAndDestinationDevelopment_report.pdf

Date	Topic	Topic Activities	Reading References	Teachers Approach
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	Day 1	Identifying key aspects impacting on the buying decision of visitors based on gathered information and data	What helps create a fantastic and authentic tourist experience?	http://www.aim-museums.co.uk/downloads/a4415601-b24a-11e2-b572-001999b209eb.pdf	
	Day 2	Examining decision making approaches and the use of creativity to help identify potential changes and developments for tourism businesses based on data and gathered intelligence	Group task - identify a tourist location / destination and identify changes and improvements that could be made		
	Day 3	Understanding expectations of visitors in a particular locations and identify potential stories to enhance the visitor experience	For a particular tourist destination - speak with some local people and identify potential stories that could enhance the visitor experience	https://www.ecotourism.org/news/travel-storytelling-how-can-stories-help-destination-marketing	
	Day 4	Developing communication skills and confidence to utilise stories to enhance the visitors interpretation of a visitor experience	Develop the stories and practice their communication to visitors / tourists	http://vbn.aau.dk/files/57363572/storytelling_and_destination_development.pdf	
	Day 5	This day/session will be used to summarize the course and learning outcome. It can be done in the form of tests, projects presentations or other, depending on the courses focus.			

Learning outcomes:

Student should have knowledge and understanding of:

A.	the key stages in a visitor journey
B.	approaches to help enhance and improve the overall visitor experience
C.	the role of storytelling and its impact in enhancing the visitor experience
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Students should have acquired skills to:

A.	think more strategically about the visitor experience
B.	use data and other available information to identify any opportunities or challenges to a visitor journey
C.	identify ways to enhance and improve a visitor journey
..	identify and tell stories to enhance the visitor experience
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Student should be able to utilize the knowledge and skills s/he has acquired to:

A.	creatively and collaboratively improve visitor experience
B.	utilise stories to enhance the visitor experience
C.	communicate clearly with visitors
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