

<b>Course</b>	<b>Tourism Product and Experience Design, 6 ECTS</b>
<b>Course period</b>	4.09.2018-27.01.2019
<b>Enrolment</b>	1.03.2018 – 13.05.2018 <a href="http://www.projectboosted.eu/student-corner/courses/tourism-product-and-experience-design/">http://www.projectboosted.eu/student-corner/courses/tourism-product-and-experience-design/</a> A notice of acceptance will be sent by June 1, 2018
<b>Host university and faculty</b>	Tallinn University of Technology Estonian Maritime Academy, Centre for Blue Economy
<b>Implementation mode</b>	This course is a 100 % online course. Participating Hill-sessions is optional, but recommendable. Recorded sessions are found on Moodle study platform.
<b>Language of instruction</b>	English (intermediate level is required)
<b>Min/Maxim. participants</b>	20/30
<b>Purpose, content, learning outcomes</b>	<p><b>Purpose</b> The purpose of the course is to enhance the theoretical and practical knowledge of the role of continuous innovation, creative and sustainable use of cultural and natural heritage and co-creation in experience-based product planning and development to overcome the challenges of seasonality.</p> <p><b>Content</b> The role of innovation and co-creation in experience-based product design; niche markets in experience economy; trends in experience-based product design; natural and cultural heritage as a source of creative and competitive product design; seasonality and creative product design; "Local and seasonal" as a new competitive edge; differentiation, adaptation, and continuous innovation in product development; co-creation and repeat visitation; sustainable product pricing</p> <p><b>Learning outcome</b> Student</p> <ul style="list-style-type: none"> <li>• designs new innovative experience-based products and services by using insights from an innovation theory, service-design and a co-creation approach.</li> <li>• recognizes different market needs in experience-based product development and innovates existing products based on the differentiated needs of the target markets.</li> <li>• recognizes the innovative product design opportunities based on trends and seasonality and uses them creatively in new product design.</li> <li>• identifies the elements of a competitive edge provided by local cultural and natural heritage and uses them creatively in product design.</li> <li>• analyses comparable experience-based products locally and regionally and strengthens product and service competitiveness through product differentiation and networking.</li> <li>• identifies opportunities for increased co-creation and uses them in sustainable product development and pricing.</li> </ul>
<b>Student's workload</b>	6 ECTS means approx. 160 hours of student work. It is estimated that on-line lectures, videos, readings and interactive discussions will take approximately 8 hours to complete per week, for a total of 128 hours over the term of the course. This does not include time spent on group project and field trips.

<b>Course implementation</b>	<p>This course will be taught as a combination of online lectures (recorded), discussions and computer-aided learning, including the use of video. All the course material and details are on the course Moodle site (key information and further instructions will be sent to those accepted students to the course).</p> <p><b>Assignments:</b></p> <ol style="list-style-type: none"> <li>1) Moodle-tasks, individual/group work (discussions, assignments, reflections)</li> <li>2) Project based group work (presentation incl. written report based on materials in Moodle, independent study and field work)</li> </ol>
<b>Internationality</b>	<p>Study material, lectures and assignments include international research materials and anecdotal case illustration from different countries with the focus on the Central Baltic area. Student group assignments are designed to enable work in multicultural groups and require intercultural communication. Individual and group assignments require integration of multidisciplinary and multicultural aspects.</p>
<b>Co-operation with tourism industry</b>	<p>Individual assignments and project based group work requires an empirical research component: interviews with different stakeholders, field trips. Project based group work is based on a case study selected in cooperation with industry representatives.</p>
<b>Prerequisites and assessment</b>	<p>Basic skills in IT and marketing are required. Intermediate level English (especially written) is required.</p> <p><b>Assessment:</b></p> <ol style="list-style-type: none"> <li>1) Moodle-tasks, individual/group work (discussions, assignments, reflections): pass-fail</li> <li>2) Project based group work (presentation incl. written report based on materials in Moodle, independent study and field work): grading scale from 1-5 will be used, 50% from the total course grade.</li> </ol> <p>Specific assessment criteria for each assignment are provided in the Moodle. All assignments are checked through a plagiarism system to ensure original work with proper referencing.</p> <p>All assignments must be submitted in a timely manner and need to receive a passing grade in order to get a final course grade. Due dates are strictly enforced. Due dates are to be followed strictly because of the project schedule, and failing in this will means removing the student from the course. In real emergency student must contact immediately the course teacher for extra arrangements. In case of illness, official sick leave certificate is needed. Students should contact the instructor via-email as soon as concerns arise.</p>
<b>Resources</b>	<p><b>Online learning infrastructure:</b> Students need access to a computer with camera, microphone and Internet access.</p> <p><b>Recommended literature:</b></p> <ul style="list-style-type: none"> <li>- Sundbo, J. &amp; Darmer, P. (2008). <i>Creating Experiences in Experience Economy</i>. Edward Elgar, Cheltenham, UK; Northampton, MA, USA.</li> <li>- Sundbo, J. &amp; Sørensen, F. (2013). <i>Handbook on the Experience Economy</i>. Cheltenham, UK: Edward Elgar Publishing Limited</li> <li>- All course readings and other materials (lecture notes, links to web material) are provided on the course Moodle site.</li> </ul>
<b>Lecturer and contact during the course</b>	<p><b>Lecturer</b> Jana Raadik Cottrell, PhD</p> <p>The following platforms are available for contact:</p> <ul style="list-style-type: none"> <li>• Moodle public conversation forum: "Questions and answers about this course" (course-related questions)</li> <li>• Course instructor can be contacted via e-mail <a href="mailto:jana.raadik@ttu.ee">jana.raadik@ttu.ee</a> and via Skype</li> <li>• Virtual office hours via Skype are every Thursday from 4.30pm till 5.30pm</li> </ul>