INTRODUCTION

How do we create and plan tourist experiences in a rapidly changing world? In this course, we will look into scenario planning techniques and evaluate how external drivers may affect hospitality and tourism in the next few decades. Demographic change, shifts in the global distribution of economic power, scarcity of natural resources and exponential developments in technology will have an impact on who will be the tourist of the future, the destination this tourist will choose and the experience he or she will be looking for.

We will apply scenario planning techniques to our own environment and anticipate changes that will affect our industry. We will look into the process of developing an offer which will be attractive for the future's tourist. We will critically analyse the 'Experience' paradigm. When can we claim that our offer is an 'experience'? And finally, how do we make our offer 'future-proof', i.e. how can we anticipate the stages in its product life cycle and future changes in the tourist market?

AIMS

Understanding and explaining the concepts of experience economy, scenario planning, future-proofing.
Applying basic scenario planning techniques.

Identifying and explaining the 'PESTEL'-drivers; describing crucial trends in external drivers for the future of tourism.
Understanding, describing and applying creative techniques in experience design.

METHODOLOGY

Case studies, Group discussion, Concept development.

EVALUATION

Participants will be evaluated on the basis of:

Class participation 33%
Exam / Final test 33%
Group project 33%
BIBLIOGRAPHY


• Enger, Anniken, Kare Sandvik and Endre Kildal Iversen, "Developing scenarios for the Norwegian travel industry 2025". Journal of Tourism Futures (2014).


