REI305	**Experience Economy**	**7,5 Norwegian Credits, 3 US Credits or 7,5 ECTSCredits**

Norwegian	**3rd year of the bachelor program in Tourism Management and Entrepreneurship**	**Fall**

1. LEARNING OBJECTIVES

The main focus of the course is on the development and main characteristics of the experience economy that are of great value to tourism companies and destinations. The students will work with issues related to globalization and individualization, the experience/creative/cultural economy, the experience/creative/cultural industries, and financing creativity.

These issues are the driving forces of the experience economy with special focus on tourism, and will be analyzed from an economic, marketing and consumer behavior point of view.

The course will have the following learning outcomes:

- Basic knowledge of why experiences are increasingly important to producers and consumers of modern societies
- Basic knowledge of concepts and theories relevant for analyzing the experience economy
- Ability to apply principles and methods of experience economy in tourism and effective marketing decisions of tourism companies and destinations

2. CONTENTS

The course will focus on the following themes:

- Basic characteristics of the experience economy – the macro perspective
- Cultural and experience related industries – an overview
- Mechanisms of turning ordinary products into extraordinary experiences
- Psychological and cultural aspects of experiences – the micro perspective
- Storytelling and design of experiences
- Effectiveness considerations of experience economy activities in tourism

3. TEACHING METHODS

The course is based on a combination of lectures and seminars. The approach of the seminars is problem based and requires that the students participate actively.

The course will be divided in two parts. In the first part, there will be given introductory lectures on the main themes, and this will be followed up by group works and plenary discussion. In the second part, the main focus will be on case works – students will be organized in groups and will perform a thorough case analysis in which they have to apply various parts of the theory.

4. PRE-REQUISITES

None

5. PARTICIPATION

Students are expected to meet prepared to classes and to participate in discussions, presentations and exercises.

6. GRADING

Pass-evaluation as a requirement to qualify for the final exam
The students are divided in different groups. The students have to write a paper, and each group must give a power-point presentation. The in-class required tasks need to be passed to qualify for the final exam.

Final grading
The course grade is based on a 3 hours school essay exam. The grade is set by the professor(s) or/and an external grader.

The grading scale
The grades are from A to F where A is best and F is fail.

Exam aid
None

7. LITERATURE

Sundbo, Jon & Per Darmer 2008: Creating Experiences in the experience economy, Edward Elgar, UK

Articles