

COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Braşov
1.2 Faculty	Food and tourism
1.3 Department	Food and Tourism Engineering and Management
1.4 Field of study ¹⁾	Engineering and management
1.5 Study level ²⁾	Master
1.6 Study programme/ Qualification	Engineering and management of luxury hospitality (in English)

2. Data about the course

2.1 Name of course		Guest experience innovation in high-end properties						
2.2 Course convener		Conf.dr.psih. Laura CISMARU						
2.3 Seminar/ laboratory/ project convener		Conf.dr.psih. Laura CISMARU						
2.4 Study year	I	2.5 Semester	II	2.6 Evaluation type	E	2.7 Course status	Content ³⁾	SC
					2		Attendance type ⁴⁾	EC

3. Total estimated time (hours of teaching activities per semester)

3.1 Number of hours per week	4	out of which: 3.2 lecture	2	3.3 seminar/ laboratory/ project	0/0/1
3.4 Total number of hours in the curriculum	42	out of which: 3.5 lecture	28	3.6 seminar/ laboratory/ project	0/0/14
Time allocation					hours
Study of textbooks, course support, bibliography and notes					14
Additional documentation in libraries, specialized electronic platforms, and field research					14
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					30
Tutorial					
Examinations					
Other activities.....					
3.7 Total number of hours of student activity					58
3.8 Total number per semester					100
3.9 Number of credits ⁵⁾					4

4. Prerequisites (if applicable)

4.1 curriculum-related	<ul style="list-style-type: none"> Marketing
4.2 competences-related	<ul style="list-style-type: none">

5. Conditions (if applicable)

5.1 for course development	<ul style="list-style-type: none"> Video projector
5.2 for seminar/ laboratory/ project development	<ul style="list-style-type: none"> Room equipped with computers connected to the Internet

6. Specific competences and learning outcomes

Professional competences	<p>Cp1 Manage and plan the various resources, such as human resources, budget, timeline, deliverables and quality required for a specific project, and monitor the progress of the project to achieve a specific objective within a given timeframe and budget.</p> <p>L.O.1.11. Graduates will develop the ability to design and deliver innovative guest experiences in high-end properties that showcase local cultural identity and traditions, including immersive thematic events, exclusive festivals, and curated art displays, ensuring unique and memorable stays.</p> <p>L.O.1.12. Graduates will demonstrate the ability to design and implement personalized guest experiences that seamlessly incorporate local heritage, storytelling, and artisanal crafts, creating authentic and meaningful connections between guests and their destinations in high-end properties.</p>
Transversal competences	<p>Ct5 Ensure customer orientation.</p> <p>L.O.5.1 Graduates will demonstrate the ability to create and deliver innovative, guest-centric services and experiences in high-end properties, ensuring that every interaction is thoughtfully designed to surpass the expectations of discerning luxury clientele.</p>

7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	<ul style="list-style-type: none"> Learning specific concepts of experiential marketing and their correct application in the context of luxury hospitality marketing.
7.2 Specific objectives	<ul style="list-style-type: none"> Explaining and understanding key concepts specific to experiential marketing. Explaining and understanding key concepts specific to communication of the experience (promotion and research). Correct use of the knowledge taught in the realization of experience products, complex promotional sub-mixes for the luxury hospitality market. Correct application of the taught knowledge in conducting qualitative marketing research in the field of complex experience products in luxury hospitality.

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
The experience product. Examples in luxury hospitality.	Lecture and debate	8	
Marketing research.	Lecture and debate	2	
Models for creating the experience product	Lecture and debate	4	
Promoting experience products – emotional resonance with the consumer	Lecture and debate	6	
Profiling the consumer of experience products	Lecture and debate	8	
<p>Bibliografie</p> <p>Roederer, C., & Filser, M. (2016). Marketing expérientiel: Vers un marketing de la cocréation. Vuibert.</p> <p>Lent, R., & Tour, G. (2009). Selling luxury: connect with affluent customers, create unique experiences through impeccable service, and close the sale. John Wiley & Sons.</p> <p>Gupta, D. G., Shin, H., & Jain, V. (2022). Luxury experience and consumer behavior: a literature review. Marketing Intelligence & Planning, 41(2), 199-213.</p> <p>Pine, B. J. II., and Gilmore, JH (2011), The Experience Economy, Updated Edition. Harvard Business Review Press, Boston, MA.</p> <p>Sundbo, J., & Darmer, P. (Eds.). (2008). Creating experiences in the experience economy. Edward Elgar Publishing.</p> <p>Benckendorff, P., Moscardo, G., & Pendergast, D. (Eds.). (2009). Tourism and generation Y. Cabi.</p>			

Som, A., & Blanckaert, C. (2015). *The road to luxury: The evolution, markets, and strategies of luxury brand management*. John Wiley & Sons.

Kanani, R. B. (2017). *A wealth of insight: the world's best luxury hoteliers on leadership, management, and the future of 5-star hospitality*. Black Truffle Press.

Lin, Y., & Choe, Y. (2022). Impact of luxury hotel customer experience on brand love and customer citizenship behavior. *Sustainability*, 14(21), 13899.

Yeshin, T. (2012). *Integrated marketing communications*. Routledge.

Broderick, A., & Pickton, D. (2005). *Integrated marketing communications*. Pearson Education UK.

Paul, H., Matthew, H., Julia, C., & Oliver, T. (2016). *Market Research in Practice An introduction to gaining greater market insight 3rd ed*.

Keegan, S. (2009). *Qualitative research: Good decision making through understanding people, cultures and markets*. Kogan Page Publishers.

8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Realization of a qualitative research project aiming at the creation of a complex experience product and its promotion, based on strategic consumer profiling in the case of a restaurant or a hotel.	Group project Short Research	14	

Bibliografie

Roederer, C., & Filser, M. (2016). *Marketing expérientiel: Vers un marketing de la cocréation*. Vuibert.

Lent, R., & Tour, G. (2009). *Selling luxury: connect with affluent customers, create unique experiences through impeccable service, and close the sale*. John Wiley & Sons.

Gupta, D. G., Shin, H., & Jain, V. (2022). Luxury experience and consumer behavior: a literature review. *Marketing Intelligence & Planning*, 41(2), 199-213.

Pine, B. J. II., and Gilmore, JH (2011), *The Experience Economy, Updated Edition*. Harvard Business Review Press, Boston, MA.

Sundbo, J., & Darmer, P. (Eds.). (2008). *Creating experiences in the experience economy*. Edward Elgar Publishing.

Benckendorff, P., Moscardo, G., & Pendergast, D. (Eds.). (2009). *Tourism and generation Y*. Cabi.

Som, A., & Blanckaert, C. (2015). *The road to luxury: The evolution, markets, and strategies of luxury brand management*. John Wiley & Sons.

Kanani, R. B. (2017). *A wealth of insight: the world's best luxury hoteliers on leadership, management, and the future of 5-star hospitality*. Black Truffle Press.

Lin, Y., & Choe, Y. (2022). Impact of luxury hotel customer experience on brand love and customer citizenship behavior. *Sustainability*, 14(21), 13899.

Yeshin, T. (2012). *Integrated marketing communications*. Routledge.

Broderick, A., & Pickton, D. (2005). *Integrated marketing communications*. Pearson Education UK.

Paul, H., Matthew, H., Julia, C., & Oliver, T. (2016). *Market Research in Practice An introduction to gaining greater market insight 3rd ed*.

Keegan, S. (2009). *Qualitative research: Good decision making through understanding people, cultures and markets*. Kogan Page Publishers.

9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)

The contents of the discipline have been established on the basis of identified trends and labour market needs in the field of experience products, thus having a high usefulness for masters and contributing to their employability in executive or decision-making positions, especially in management and marketing.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	The correct understanding of the theoretical concepts and their appropriate use in contexts specific to luxury hospitality	Oral examination	50%
10.5 Seminar/ laboratory/ project	The appropriate application of the theoretical concepts within the project implementation; creativity and innovation.	Evaluation of the written project	50%
10.6 Minimal performance standard			
<ul style="list-style-type: none"> • Obtaining a minimum mark of 5 for the individual project. • Uploading the written interpretation of the tests on the E-learning platform within the indicated deadline. • A minimum number of 3 project attendances. • The correct understanding of theoretical concepts. • The correct use of theoretical notions related to market research, experiential marketing and profiling. • To create an innovative experience product, tailored to the specific needs of luxury consumers. 			

This course outline was certified in the Department Board meeting on 12/09/24 and approved in the Faculty Board meeting on 12/09/24.

Note:

- 1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);
- 2) Study level – choose from among: Bachelor / Master / Doctorat;
- 3) Course status (content) – for the Bachelor level, select one of the following options: FC (fundamental course) / DC (course in the study domain)/ SC (speciality course)/ CC (complementary course); for the Master level, select one of the following options: PC (proficiency course)/ SC (synthesis course)/ AC (advanced course);
- 4) Course status (attendance type) – select one of the following options: CPC (compulsory course)/ EC (elective course)/ NCPC (non-compulsory course);
- 5) One credit is the equivalent of 25 study hours (teaching activities and individual study).