

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 in luxury hospitality (in English)

2. Data about the course

2.1 Name of course	Crafting exclusive guest experiences						
2.2 Course convenor	Senior lecturer Simona ŞOICA, PhD						
2.3 Seminar/ laboratory/ project convenor	Senior lecturer Simona ŞOICA, PhD						
2.4 Study year	I	2.5 Semester	II	2.6 Evaluation type	E	2.7 Course status	Content ³⁾
							Attendance type ⁴⁾
							SC
							CPC

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

3.1 Number of hours per week	3	out of which: 3.2 lecture	1	3.3 seminar	2
3.4 Total number of hours in the curriculum	42	out of which: 3.5 lecture	14	3.6 seminar	28
Time allocation					hours
Study of textbooks, course support, bibliography and notes					10
Additional documentation in libraries, specialized electronic platforms, and field research					20
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					24
Tutorial					
Examinations					4
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"> Ethics and communication in luxury hospitality
4.2 competences-related	<ul style="list-style-type: none"> Communication, values and general practices in tourism organizations

5. Conditions (if applicable)

5.1 for course development	<ul style="list-style-type: none"> Room equipped with projector/TV, board and marker.
5.2 for seminar/ laboratory/ project development	<ul style="list-style-type: none"> Room equipped with projector/TV, board and marker.

6. Specific competences and learning outcomes

Professional competences	<p>Cp.7 Protect a client's interests and needs by taking the necessary steps and investigating all possibilities to ensure that the client achieves the preferred outcome.</p> <p>L.O. 7.1 Graduates will demonstrate the ability to analyze client requirements and proactively identify innovative solutions to ensure the realization of their vision in luxury hospitality operations and design.</p> <p>L.O. 7.2 Graduates will acquire the skills to integrate client preferences and expectations into the design and execution of luxury spaces, services, and experiences, ensuring optimal satisfaction.</p> <p>L.O. 7.3 Graduates will develop the capacity to represent and protect client interests throughout the lifecycle of hospitality projects, from concept design to completion, ensuring alignment with desired outcomes.</p> <p>L.O. 7.4 Graduates will demonstrate expertise in researching and evaluating all available options, such as design alternatives, operational models, and service enhancements, to achieve the most favorable results for clients.</p> <p>L.O. 7.5 Graduates will master the ability to negotiate and align client aspirations with technical, financial, and sustainability constraints, delivering solutions that meet or exceed client expectations in the luxury hospitality sector.</p> <p>Cp.8 Builds and maintains strong internal and external relationships with stakeholders at the operational level, based on mutual trust and credibility, in order to achieve organizational objectives. Ensures that organizational strategies include sound stakeholder management and identifies and prioritizes strategic stakeholder relationships.</p> <p>L.O. 8.1 Graduates will demonstrate the ability to build and sustain strong relationships with internal teams, clients, suppliers, and external partners in luxury hospitality, fostering mutual trust and collaboration.</p> <p>L.O. 8.2 Graduates will acquire the skills to communicate effectively and transparently with stakeholders, ensuring alignment with organizational strategies and operational goals in high-end hospitality projects.</p> <p>L.O. 8.3 Graduates will demonstrate the ability to identify, evaluate, and prioritize strategic stakeholder relationships, ensuring resources and efforts are focused on the most impactful partnerships to achieve organizational objectives.</p> <p>L.O. 8.4 Graduates will master the ability to collect and analyze stakeholder input to refine services, products, and operations, ensuring mutual benefits and long-term loyalty in the luxury hospitality industry.</p> <p>L.O. 8.5 Graduates will develop expertise in mediating disputes and addressing stakeholder concerns with professionalism and diplomacy, ensuring relationships remain strong and organizational goals are met.</p> <p>L.O. 8.6 Graduates will demonstrate the ability to create and execute comprehensive stakeholder engagement plans that integrate organizational objectives with the needs and expectations of internal and external stakeholders in luxury hospitality.</p>
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Ct.1 Organize the team.

- L.O. 1.1. Graduates will demonstrate the ability to foster a positive and inclusive work environment, promoting teamwork and collaboration among diverse staff in luxury hotels, restaurants, and cafes.
- L.O. 1.2. Graduates will acquire the skills to actively listen to team members, provide constructive feedback, and address concerns effectively to enhance staff performance and morale in high-end hospitality settings.
- L.O. 1.3. Graduates will be capable of supervising and motivating teams in demanding luxury environments, such as fine-dining restaurants or event venues, ensuring professionalism and service excellence.
- L.O. 1.4. Graduates will develop the ability to mediate conflicts among staff members with empathy and diplomacy, fostering a harmonious and productive work atmosphere in luxury hospitality operations.
- L.O. 1.5. Graduates will demonstrate the ability to build respectful and professional relationships with team members and stakeholders from diverse cultural backgrounds, ensuring alignment with the global nature of luxury hospitality.

Ct.2 Assume a leadership role.

- L.O. 2.1. Graduates will demonstrate the ability to develop and implement strategic plans, guiding teams in luxury hotels, restaurants, and cafes towards achieving organizational goals while maintaining the highest standards of service excellence.
- L.O. 2.2. Graduates will acquire the skills to inspire and motivate subordinates by fostering a shared vision and aligning team efforts with the objectives of delivering high-end, personalized guest experiences.
- L.O. 2.3. Graduates will develop the ability to make informed, timely decisions in leadership roles, balancing operational priorities, resource allocation, and guest satisfaction in luxury hospitality settings.
- L.O. 2.4. Graduates will demonstrate the ability to negotiate effectively with stakeholders, ensuring mutually beneficial agreements that align with the company's goals in luxury hospitality projects.
- L.O. 2.5. Graduates will acquire the skills to establish and maintain strong relationships with suppliers, vendors, and business partners, fostering collaboration and long-term success in the luxury hospitality sector.
- L.O. 2.6. Graduates will demonstrate the ability to work closely with customers to craft tailored agreements that enhance client satisfaction and loyalty while ensuring business profitability.

Ct.5 Ensure customer orientation.

- L.O. 5.1. Graduates will demonstrate the ability to design and implement guest-focused services and experiences, ensuring that every touchpoint exceeds the expectations of high-end clientele.
- L.O. 5.2. Graduates will acquire the skills to craft tailored interactions and personalized solutions for luxury guests, enhancing satisfaction and building long-term loyalty.
- L.O. 5.3. Graduates will be able to lead teams in adopting a customer-first mindset, ensuring that staff consistently deliver world-class service in luxury hotels, restaurants, and cafes.
- L.O. 5.4. Graduates will acquire the skills to create functional, aesthetically pleasing, and culturally immersive environments in luxury hotels, restaurants, and cafes that enhance the overall guest experience.
- L.O. 5.5. Graduates will develop the capacity to design luxury hospitality infrastructure that seamlessly integrates ergonomics and sustainability, ensuring guest comfort while meeting eco-friendly standards.

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

7.1 General course objective	<ul style="list-style-type: none"> Designing exclusive tourism experiences
7.2 Specific objectives	<ul style="list-style-type: none"> Developing the capacity to craft personalized experiences. Developing the capacity to gain insight into the niche tourism. Increasing creativity and the capacity to innovate.

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
8.1.1. Crafting exclusive experiences: Paradigm and	Problematicization.	2	

theories in nowadays society	Applications		
8.1.2. Exclusive experience concept. Personalization, innovation, sustainability	Problematization. Applications	2	
8.1.3. Roles, phantasy, imaginaries, happiness: Luxury contexts	Problematization. Applications	2	
8.1.4. Niche tourism: Exclusive experiences in different types of tourism	Problematization. Applications	4	
8.1.5. Dimensions of luxury experiences: co- creation, stage, actors' performance	Problematization. Applications	2	
8.1.6. Product personalization and engagement with technology (VR, AR): crafting experience before, during and after the travel	Problematization. Applications	2	
Bibliography			
<ul style="list-style-type: none"> Conrady, R., Ruetz, D., & Aeberhard, M. (2020). <i>Luxury Tourism. Market Trends, Changing Paradigms and Best Practices. Editorial: Springer.</i> Feng, R., Wang, Y. C., & Ryan, B. (2018). Service Experiences at Luxury Hotels: Business Tourists' Perspectives. In <i>Quality Services and Experiences in Hospitality and Tourism</i> (pp. 181-193). Emerald Publishing Limited. Iloranta, R. (2022). Luxury tourism—a review of the literature. <i>European Journal of Tourism Research</i>, 30, 3007-3007. Kotur, A. S., & Dixit, S. K. (Eds.). (2022). <i>The Emerald Handbook of Luxury Management for Hospitality and Tourism</i>. Emerald Publishing Limited. Novelli, M. (2018). Niche tourism: Past, present and future. <i>The SAGE handbook of tourism management</i>, 344-359. Wirtz, J., Holmqvist, J., & Fritze, M. P. (2020). Luxury services. <i>Journal of Service Management</i>, 31(4), 665-691. 			
8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
8.2.1. Crafting exclusive experiences: The luxury phenomenon in tourism industry. Luxury landscapes	Case studies. Applications	4	
8.2.2. Exclusive experience concept. Personalization, innovation. Applications	Case studies. Applications	4	
8.2.3. Roles, phantasy, imaginaries, happiness: Luxury contexts	Applications	4	
8.2.4. Niche tourism: Exclusive experiences in different types of tourism	Case studies. Applications	8	
8.2.5. Dimensions of luxury experiences: co- creation, stage, actors' performance	Case studies. Applications	4	
8.1.6. Product personalization and engagement with technology (VR, AR): crafting experience before, during and after the travel	Case studies. Applications	4	
Bibliography			
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Tourism. Emerald Publishing Limited.

- Novelli, M. (2018). Niche tourism: Past, present and future. *The SAGE handbook of tourism management*, 344-359.
- Wirtz, J., Holmqvist, J., & Fritze, M. P. (2020). Luxury services. *Journal of Service Management*, 31(4), 665-691.

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

Luxury brands in hospitality industry call for creative professionals to be able to craft unique, exclusive and personalized experiences.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course		Design an exclusive experience product	50%
10.5 Seminar/ laboratory/ project	Preparing seminar activities	Seminar activities	50%
10.6 Minimal performance standard			
Explaining the key concepts of the course and obtaining the passing grade			

This course outline was certified in the Department Board meeting on 12/09/2024 and approved in the Faculty Board meeting on 12/09/2024

- 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).