Module/Subject Title:	**Connecting the customer journey**

Scope:	2 ECTS

Introduction:	The module will seek to explore the visitor experience for a defined location through the use of online data and information and examine the different connections in that experience to help understand the connectedness of the industry to a particular location

Prescribed reading:	NA

Recomm. reading:	http://www.smartcities.info/files/Smart_Cities_Brief_Guide_to_Customer_Journey_Mapping.pdf
	http://www.tourismni.com/Portals/2/downloads/research%20and%20intelligence%20docs/Customer%20journey%20-%20NI%20Visitor%20Journey%20Mapping.pdf
	http://uxmastery.com/how-to-create-a-customer-journey-map/
	http://contentmarketinginstitute.com/2015/11/customer-journey-map-template/
	https://www.visitengland.com/biz/advice-and-support/destination-organisations/developing-your-destination-management-plan
	http://visitcairngorms.com/assets/files/Digital%20Workshop%2014th%20March%20Visitscotland%20.pdf
	https://www.youtube.com/watch?v=mSxpVRo3BLg

Additional material:	http://teq.queensland.com/~/media/Corporate/Research/Useful%20stuff/Summary_Tourism_Data_sources.ashx

http://news.wtmlondon.com./reports/how-tripadvisor-took-over-the-travel-information-market/
http://www.corp.at/archive/CORP2014_118.pdf

Date		Topic	Topic Activities	Reading References	Teachers Approach	Additional Resources
	Day 1	Considering the range of steps from research through buying process to on site visitor experience identifying potential strengths and weaknesses . Consider the different perspectives in customer journey from the perspective of different key stakeolder groups	Customer journey mapping	http://uxmastery.com/how-to-create-a-customer-journey-map/		
	Day 2	Exploring the opportunities and challenges of a destination management approach to support the tourism location, including opportunities for public sector investment	Identify a good practice example of a destination - examine the characteristics of that destination and the key stakeholders	http://www.sillignakis.com/PDF/The%20role%20of%20private%20and%20public%20sector%20in%20Tourism%20planning%20and%20development.pdf		https://www.visitengland.com/sites/default/files/downloads/dm_plans_guiding_principles.pdf
	Day 3	Exploring the value and impact of a connected approach for tourism businesses in terms of improving visitor numbers and sustainability of individual tourist businesses		http://www.visitkerteminde.dk/sites/default/files/asp/visitkerteminde/KUP/a_practical_guide_to_tourism_destination_management.pdf		
	Day 4	Examining the range of data sources that identify useful information in terms of visitor markets, destinations and preferences	Examine the data for Iceland and for another country and identify possible opportunities for the development of a planned destination strategy			

	Day 5	This day/session will be used to summarize the course and learning outcome. It can be done in the form of tests, projects presentations or other, depending on the courses focus.			

Learning outcomes:

Student should have knowledge and understanding of:

A.	the elements important in impacting a customer journey
B.	The importance of a connected destination approach to managing the tourism experience
C.	the data sources and their potential value to aid decision making for a particular destination
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Students should have acquired skills to:

A.	Map a customer journey			
B.	understand the importance and value of a connected approach to tourism destination management			
C.	understand and interpret tourism data			
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Student should be able to utilize the knowledge and skills s/he has acquired to:

A.	map a customer journey
B.	make a case for an integrated approach to tourism destination management
C.	present and interpret tourism data
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