

# SUMMER INTERNATIONAL EXCHANGE PROGRAMME 2018

## DESTINATION AND EXPERIENCE MARKETING

01 – 12 July 2018  
Breda, the Netherlands

*jointly organised by NHTV Breda University of Applied Sciences, the Netherlands and Institute for Tourism Studies, Macao, China*

## Course 1: Placemaking and Destination Shaping

2-4 July 2018

### ***Placemaking: Principles and Practice***

How can cities and regions make themselves more attractive for people to live, visit and invest in? This is a crucial question as competition between cities to put themselves on the global map increases. You will learn how to design and manage public space and leisure facilities to enhance the identity of places, increase the well-being of users, both locals and tourists. Placemaking involves a range of different skills and disciplines, including leisure, tourism, mobility, entertainment, design and hospitality. The course days will include both lectures and a practical project.

### *Learning outcomes*

- Understanding the principles of Placemaking,
- being able to apply Placemaking concepts to places and destinations, ability to identify the reasons why places need to adopt different Placemaking strategies

### ***Online consumer behaviour in tourism destination marketing***

Why and how do travellers choose for a particular destination? What is their decision making process? How can destinations influence travellers in making their choices in the different phases of the customer journey? And what role do online channels play?

These are questions that will be addressed during these three days of Placemaking and Destination Shaping.

### ***Concrete topics:***

- Analysing online consumer behaviour
- Customer journey and online touch points

The last day of this course will consist of a study trip to the city of Antwerp (Belgium) where the focus will be on putting the obtained knowledge from the past two days into practice by means of assignments. In addition there will be time to explore the city and possibly do some shopping/sightseeing.