

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 2: “The experience un-packed” @ NHTV’s Neurolab

5-6 July 2018

These two days will focus on *neuro- and physio-techniques*.

First students will be introduced to NHTV’s Experience Measurement Lab in which our colleagues will explain the neuroscientific and physiological research methods that are used in experience measurement. This topic will focus on the leisure and tourism industry, so it will be directly linked to the fields of interests of the students.

The students will visit our Experience Measurement facility to do direct measurement of body functions when exposed to experiences. We will organize a set up in the laboratory where the participants can themselves be subject to different tests that we in advance prepare.

E.g. how they react and respond to being exposed to a VR experience of going on a ride in a theme park. (think of brain activity, heartrate, skin conductance (sweat) etc.)

Learning outcomes:

- Obtain knowledge about experience measurement and how it’s used in the field of Leisure/Tourism
- Experience how these theories are applied and have a an inside look in the bodily responses to experiences
- Unique insight in latest trends in experience measurement