

# 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 3: Attraction Theme Park Management

**9-11 July 2018**

The students will start the second week with a new topic: *Attraction Theme Park Management*

One of the key success factors in this line of business is the ability towards continuous innovation. In this track you will learn to understand the market and develop business models for new products or services at existing attractions. You will learn how to enhance the visitor experience and you will learn about marketing, finances, personnel planning, hospitality and safety.

The course days will include lectures on Introduction to Attractions & Theme Parks, Storytelling & Visitor Experiences and a one day field trip to Attraction Theme Park 'Moviepark Germany'. Here they will see the theory in practice and experience a theme park from a professional point of view. The lecturers will accompany the group and assignments/activities will be organized to ensure educational value. Students can then incorporate their experiences from the visit in their final presentations which will be given on the last day.

#### *Learning outcomes*

- Understanding the market of attraction theme parks
- Enhancing visitors experience