Subject Code	TOU603
Subject Name	Designing Memorable Experiences
Credit points	6
AQF Level	6 (Year 2)
Delivery mode	On campus
Prerequisites	None

Subject Overview	Designing Memorable Experiences delves into the art and science of crafting unforgettable experiences within the tourism and hospitality industry. This subject introduces students to the fundamental concepts and techniques of experience design, emphasizing the importance of creating meaningful and memorable moments for visitors and guests. Students will explore the significance of experiences in the context of the experience economy and learn about the various types of experiences that can be designed and delivered. The subject covers key topics such as co-creation, the peak end rule, the power of moments and the five features of designing cohesive experiences. Development of practical skills through various media and technology including experience design thinking, experience mapping, and identifying touchpoints to enhance the visitor or guests journey are key features of the subject.

Learning Outcomes	Apply key concepts and frameworks relevant to designing memorable experiences
	Evaluate the effectiveness of tourism or hospitality experiences
	Design memorable tourism and hospitality experiences
	Effectively communicate concepts regarding experience design through a range of multimedia formats

Assessments	**Indicative assessments**	**Weighting**
	Scenario-based quiz	30%
	Report	30%
	Multimedia Prototype (group)	40%

Graduate Attributes addressed in this subject	Systematic and coherent body of knowledge
	Cognitive skills to analyse, critique, and consolidate knowledge
	Scholarly skills
	Teamwork skills
	Communication skills
	Personal attributes - Reflection, Organisation

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