

Mastering Experience Design and Management for Thriving Hospitality, Arts, and Tourism Industries

Course Syllabus

Overview



Mastering Experience Design and Management for Thriving Hospitality, Arts, and Tourism Industries



- **For:** Tourism and hospitality professionals, arts and culture students, entrepreneurs, designers, marketers, strategists, academics, MBAs
- **Duration:** 6 weeks or one intensive week
- **Length:** 5-7 hours per week
- **Schedule:** Fall, Winter, Spring, and Summer
- **Format:** Small groups, interactive with practice
- **Test:** In-class project assignments
- **Time:** Local time in New York (EST)
- **Location:** Live online sessions

Immersive experiences and emotions are at the core of hospitality, arts, and tourism industries. These domains involve various stakeholders who together shape the customers' experiences. Whether it is a hotel, a restaurant, or a museum, the aim is to create lasting impressions on customers. This specialized course is designed to equip you with the skills and tools to create engaging customer experiences, and develop employee relationships that lead to customer loyalty. You will learn how to retain top talent in your organization, resulting in a thriving business and happy customers and tourists.

Get up to 40% off with the AIBXD referral program

Description

What is the course about?

Experience design has become an essential part of modern marketing and management strategies, both online and offline. Whether selling cars or new smartphones, businesses utilize this concept extensively, to the extent that most products are now marketed as a consumption experience. One field where the idea of experience has played a significant role is in the provision of hospitality services, culture, art, leisure, and tourism, which are known as hedonic consumption experiences. It is widely accepted that this type of consumption relies on creating highly emotional experiences that are valued for the memorable moments they produce. Although industries such as tourism, hospitality,

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and culture are highly experiential, providing visitors and tourists with an outstanding and highly emotional experience that makes them want to return is rare. Besides, most visitors and tourists end up feeling frustrated and disappointed with the lived experience compared to what they expected from what they saw on social media and promotional content online. Also, most of their disappointment is related to their interactions with service staff and the environment in which the experience takes place. These are significant pain points that can influence a visitor's decision not to return.

To address this issue, this specialized course offers an analysis of the forms of experiences that enchant or disappoint visitors and tourists in hospitality, arts, and tourism. This highly experiential industry has been chosen as a focus for this course because tourist products are sold based on the sensations, feelings, and psychological benefits that they provide. In this course, you will delve deep into the intricate interplay between the various tools, strategies, and frameworks that shape the psychology behind tourism, hospitality, and art consumption experiences. You will gain a comprehensive understanding of the diverse array of factors and actors unique to these industries, and learn how to leverage this knowledge to craft immersive and engaging experiences that captivate your audience. By the end of this course, you will be fully equipped to create unforgettable experiences that leave a lasting impression on your guests or audience.

What will you learn?

In this course, we will explore the latest developments in the hospitality, arts, and tourism industries. Our focus will be on the challenges and opportunities presented by experience design and management in the physical and digital world. The objective of this course is to help you understand how to create immersive experiences for tourists, visitors, and potential guests across various channels. We will also address the post-pandemic era and the metaverse, so you can stay on top of new trends, challenges, and business opportunities. You will gain the skills, competencies, and knowledge you need to create experiential processes that connect online and offline offerings. This will enable you to design, manage, and evaluate experiential marketing, branding, and design ideas, tools, and frameworks. Ultimately, this will help you succeed in the highly competitive post-pandemic era for tourism and hospitality actors, cultural institutions, and destinations. The course will cover the following topics:

- Challenges and new business opportunities in hospitality, tourism, and arts in the post-pandemic and metaverse era
- Tools for designing experiences that attract visitors and tourists and encourage repeat visits
- Tourist and visitor experience design tools and experiential marketing strategies
- Implementing the experiential marketing mix and its 7E to design successful experiences for tourism destinations, cultural institutions, and hospitality
- Designing and marketing experiential attractions, events, hotels, restaurants, and other physical environments
- Leveraging co-creation, personalization, and empowerment to create truly unique and personalized experiences that not only engage customers but also leave a lasting impression and build brand loyalty
- The art of designing visitor experiences to foster sustainability and well-being
- How experiential marketing leverages technology, virtual reality, AI, and social media to unite digital and physical channels.
- Measuring the guest and visitor experience
- Engaging and training staff in contact with visitors and tourists to develop their empathy capital and improve the guest experience and brand image
- Attracting young visitors and Gen Z by offering suitable and authentic visit experiences

What are the benefits of completing this course?

By the end of this course, you will acquire a diverse range of competencies and skills that you can confidently apply in various contexts. These competencies and skills will empower you to overcome complex challenges with ease, communicate effectively, think critically, and make informed decisions. You will emerge from the course equipped with essential tools and knowledge that will help you excel in your personal and professional life. Specifically, you will learn how to:

- Apply concepts, tools, and strategies of experiential marketing in different marketplace contexts, and gain insights into the role of experiential marketing strategies
- You will also learn to implement the experiential marketing mix, including the 7E model, to engage different profiles of visitors and guests across both digital and physical channels
- Additionally, you will be able to assist tourism destinations, attractions, and hospitality firms in designing, delivering, and marketing outstanding and unique experiences that make visitors come back
- You will also gain an understanding of visitors' and tourists' behaviors and needs, and learn how to foster co-creation and personalization
- Furthermore, you will acquire the ability to evaluate experiential and phygital marketing to drive revenues both online and offline and support sustainable growth
- You will also learn how to leverage AI and other extended reality technologies to engage customers, create highly emotional experiences, and drive revenues
- Lastly, you will learn how to implement effective training strategies and professional development for your staff in direct contact with clients, enhancing customer experiences and limiting pain points while increasing the loyalty of both your employees and customers

What makes our course program unique?

At AIBXD, we take pride in offering a transformative and unique learning experience where you will be taught directly by the founders of the concepts and frameworks you will encounter throughout your journey. We aim to bridge the gap between industry and science by providing scientifically grounded, actionable, and ready-to-implement solutions and knowledge. Our approach allows learners to gain insights from three different perspectives:

- *the creators of the frameworks and concepts;*
- *the entrepreneurs who are blazing new trails and making a difference, and;*
- *established big companies that are reinventing themselves.*

Additionally, our institute boasts of internationally recognized instructors who are experts in business experience design and strategy. We collaborate with industry thought leaders and distinguished scholars from Ivy League and other prestigious institutions to offer a top-notch learning experience. We are committed to providing you with the best education and training available, and our carefully selected professionals guarantee it.

Who should take this course?

This course is specifically designed for professionals in the hospitality, arts and tourism sectors. However, it is also open to individuals from all professions and backgrounds who are interested in learning about the art of designing and

managing experiences in social and emotional settings across physical and digital channels. Whether you are a consultant, a manager, a small or large business owner, an IT specialist, a strategist, a marketer, an engineer, an academic, an MBA student, or simply someone interested in the topic, this course will provide you with the knowledge and skills necessary to create human-centered phygital experiences. By the end of the course, you will be able to create memorable experiences for visitors, guests, and tourists, ensuring that they keep coming back.

Any prerequisite(s) or admission requirements?

Our admission process is hassle-free and straightforward, with simple and easy-to-follow requirements that won't cause undue stress. Our selection criteria are based on a candidate's motivation and understanding of our elite, human-centric values. We encourage applications from individuals with diverse backgrounds and experiences who are passionate about driving change and possess a creative mindset that prioritizes the human element. English is the language of instruction, and participants must have a good command of spoken English to actively participate in group discussions.

What is the teaching method?

Our learning and teaching method, the DUDD learning model™, has been proven to be highly effective and is a game-changer. We help you Discover, Understand, Digest, and Deliver in just one day. Say goodbye to homework and hello to more free time. All coursework is completed during the session, so you can relax afterward. We prioritize your well-being and work-life balance. Our online live course lasts six hours per day, once a week, and the best part is that you don't need any prep time. Everything is completed in class, from discovery to delivery, so you can go out and enjoy some well-deserved rest and social activities.

As for testing, we do not use traditional grading. Instead, we test your ability to implement the tools acquired in the session to a real case or your own project. This is all done during the session following our **DUDD learning model™**. Preparation for the course is not required. We just require your concentration, active listening, and total attention during the session. Throughout the course, we utilize the DUDD™ learning model to assess participants' knowledge acquisition. Our evaluation process comprises a range of interactive activities that blend individual and teamwork tasks with analytical, strategic, and creative applications of the knowledge acquired in each session. The techniques we use include:

- Critical and practical thinking activities
- Creative mini-case studies
- Real-world business problem-solving through the implementation of tools and frameworks discovered during the session
- In-context projective practice activities

Structure

Our courses are designed to take you on a transformative learning journey, revealing inner potential and creativity you never thought possible. We use the DUDD learning model™ as a basis for instructional experience design and management, tailored to meet the needs of today's learners and aligned with emerging trends and consumer behaviors across physical and digital channels. Our instructional experience design approach places the learner at the heart of

the learning process, offering a participant-centered experience that extends beyond the course program itself. Our goal is to help you grow in your own projects while also becoming a valued member of our global elite community.

At AIBXD, we provide a one-of-a-kind curriculum created by top-tier experts in experience design. Our patented courses are exclusively taught at AIBXD and encompass five key modules, including Introduction, Modules 1-5, and Conclusion. Our course sessions comprise critical and practical thinking activities, creative mini-case studies, real-world business problem-solving using tools and frameworks discovered during the session, as well as in-context projective practice activities. Our program offers a condensed curriculum that can be completed in one week or six weeks, covering all the necessary materials from start to finish. The courses are scheduled on Saturdays, so you can attend without needing to give up your job or studies.

Modules	What You Learn	How You Learn	Benefits You Get
Introduction	Introduction of participants and presentation of course content, organization, instructor profile, and in-class activities	Introduction to our unique learning and teaching method, the DUDD Learning Model™ : Discover, Understand, Digest, and Deliver	By enrolling in this course, you become a valuable member of a global community of elite experts and changemakers who are blazing a trail for new human-centered business models
Module 1	Concepts, tools and frameworks	DUDD Learning Model™	Acquire the necessary skills to effectively apply the knowledge from beginning to end
Module 2	Concepts, tools and frameworks	DUDD Learning Model™	Acquire the necessary skills to effectively apply the knowledge from beginning to end
Module 3	Concepts, tools and frameworks	DUDD Learning Model™	Acquire the necessary skills to effectively apply the knowledge from beginning to end
Module 4	Concepts, tools and frameworks	DUDD Learning Model™	Acquire the necessary skills to effectively apply the knowledge from beginning to end
Module 5	Concepts, tools and frameworks	DUDD Learning Model™	Acquire the necessary skills to effectively apply the knowledge from beginning to end
Conclusion	Wrap-up and feedback	Reflect on all that we've learned and accomplished	Establish a solid groundwork to pave the way for fresh and innovative ideas for your projects

Course FAQs

- **How do I apply to the program?**

To apply for our BXD Certificate programs, simply fill out an online application form on the BXD certificate programs page. Choose the certificate that interests you, including BXD Course Completion Certificate, BXD Masterclass Completion Certificates, and BXDM Expert Certificate. No account creation is required. Contact us at contact@aibxd.com for technical problems.

- **Is there an application fee?**

Nope. There is no fee for applying to BXD Certificate programs.

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- **What are your admission requirements?**

Our BXD Certificate programs are highly selective to ensure an unparalleled and participant-focused online learning experience. Yet, our admission process is designed to be hassle-free, with simple and easy-to-follow requirements that won't stress you out. Selection is based on a candidate's motivation and comprehension of our elite, human-centric values. We welcome applicants from diverse backgrounds and experiences who are passionate about driving change and possess a creative mindset that prioritizes the human element, regardless of their position or experience within their organization. English is the language of instruction, and participants must be proficient in spoken English to actively engage in discussions.

- **What is the cost of BXD Certificate programs? What is included in the program fee?**

We are excited to offer you the opportunity to enroll in our BXD Certificate programs, designed by distinguished business leaders and academics from Ivy League and other renowned institutions. Our programs provide a top-tier, learner-centered experience at a highly competitive price, making it accessible and exclusive to the next wave of business and academic leaders. Visit our website to view your desired program and obtain cost information. Our program fee covers tuition and provides access to various resources, including free e-books, articles, case studies, and copyrighted course materials. However, this does not apply to the masterclass certificate program, which only covers tuition and instructional fees. Our live online courses may qualify for professional training program support and tax deductions. Contact your local tax center for more information. Also, check out our **referral program and other funding options**.

- **Do you offer scholarships?**

Although we do not currently offer scholarships for our BXD programs, you can still benefit from **40% off** your second and third course when you apply to our BXDM Expert Certificate. This expert certificate is our most popular BXD certificate, providing expertise and deep knowledge in business experience design and management at an affordable program fee. Also, there are other ways to receive financial assistance. Your company or institution's professional development program may be able to support your enrollment. Entrepreneurs and individual learners may be eligible for personal and business tax deductions, so it's worth checking with your tax center for more information. And if you're still looking for ways to fund your education, be sure to explore our **AIBXD Referral Program** that offers various funding options. We're always here to help you take the next step in your career with AIBXD!

- **Do I need reference letters or referrals?**

Reference or recommendation letters are not necessary. However, applicants who have been referred by our alumni or current program participants will have a greater chance of being accepted into the program. We value the opinions of our participants and utilize their insights to create a powerful global elite community of exceptional leaders for positive transformation. For more information, please consult the Frequently Asked Questions (FAQ) section regarding the **AIBXD Referral Program**.

- **Can individuals from regions outside North America participate in the programs?**

Absolutely! People come from all corners of the world to participate. Interestingly, almost half of the individuals enrolled in our BXD programs are from countries outside of North America.

- **What are the career opportunities offered by BXD Certificates?**

A significant number of our graduate candidates have experienced notable career advancement since completing their studies with us. Many of them have secured senior position roles, enjoyed a boost in their earnings, established their own successful businesses, or gained recognition as highly respected experts and speakers in the field of experience design and management. Enrolling in our executive education, diploma, and certificate programs provides an undeniable competitive advantage in the market. Our programs are globally recognized for their high expertise and outstanding delivery, and are exclusive and patented. Participants who take advantage of this opportunity will undoubtedly stand out in their field.

Additionally, upon completing one of our BXD Diploma programs, Executive Education or the **BXDM™ Expert Certificate** you will have the opportunity to work with AIBXD as an expert consultant, researcher, Editor, or instructor. Our collaborations are exclusively reserved for our alumni. This includes being hired to join our teams, as well as being offered guest speaking, consulting gigs, or instructor positions. To become eligible, all you need to do is enroll in one of our programs. For further details, please do not hesitate to reach out to us at contact@aibxd.com.

- **How long does it take to process my application?**

The AIBXD Admission Committee meets monthly to admit eligible candidates on a rolling basis, subject to availability. It's recommended that applicants apply early. You can expect to hear from us about your application **within 4 weeks**.

- **How do I check the status of my application?**

To inquire about the status of an existing application, please feel free to contact us via email at contact@aibxd.com.

- **When will I receive the program dates and schedule?**

You will receive a comprehensive packet of preliminary information three weeks before the program starts. The packet includes the online course schedule and dates. More detailed information on the program's content and organization will be provided after enrollment.

- **Is it possible to reapply for a future session if my application is not accepted?**

Absolutely! We'd love to offer you a complimentary consultation with our admission committee to help you make strides towards your next application. Our programs are highly selective because we like to keep them exclusive. We hold limited BXD sessions each year, and we keep class size under tight control to maintain incredibly high standards. Moreover, we make sure that our participants come from a diverse range of backgrounds, industries, and countries. If you don't get in this time around, don't worry! We encourage you to reapply in the future.

- **Is it possible to take part in distance learning programs?**

Our BXD certificate programs are available through live online sessions, with the majority of them scheduled on Saturdays, for the convenience of our learners.

- **Do I earn a certificate for attending the online programs?**

Yes. Participants will receive either a certificate of completion or an expert certificate depending on the program.

- **How often courses and masterclasses are offered?**

Our online live courses are offered four times a year: in the fall, winter, spring, and summer. Our Masterclasses are offered live online on Friday mornings each month in New York City time.

- **How do I contact the BXD Certificate program team?**

If you're an applicant, you can easily connect with us by filling out the contact form on our website page. For those who are already enrolled in the program, we have a dedicated Conciergerie Service team that is ready to assist you with your needs. Once your application is approved, we'll send you their direct contact and phone number.

- **How are courses and masterclasses delivered?**

Live online courses are conducted via the Zoom platform, and the link is shared with you a few days prior to the course start date.

- **How is the BXD Certificate program structured?**

Participants can experience a truly unique and immersive learner-centered approach with the **AIBXD Phygital-Experiential Teaching Method™**. This patented teaching and mentoring philosophy prioritizes participant-centered learning by connecting physical and digital learning platforms and delivering highly experiential course content that combines theory with real-life practice.

The program is committed to developing a comprehensive teaching strategy that merges business and management sciences with experience design and management studies. Participants will gain from a meticulously balanced blend of lectures, one-on-one coaching sessions, presentations, real-life in-class case studies presented by companies, material and tool implementation, and small group discussions.

Our BXD programs go above and beyond what any other program can offer: the opportunity to learn from the originators of the concepts and theories, as well as from entrepreneurs who have founded successful companies and CEOs who manage remarkable, well-known brands. At AIBXD, we believe in learning from the source with implementation to own projects and problems.

- **Do you offer intensive classes?**

Yes. During the application process, you'll have the option to select your preferred delivery mode for the course. You can choose between an extended course or a one-week intensive live online course. The choice is yours!

- **What is the typical cohort size?**

We believe in creating an atmosphere that is conducive to the best possible learning experience for our participants, which is why our cohorts are intentionally kept small. This approach allows for personalized, one-on-one teaching that promotes individual growth and success.

- **What if I miss an online class?**

Our online classes are only taught live at scheduled times each week. We do not provide recorded versions of the course. However, depending on the situation, we may redirect you to other classes within the same program, or in rare cases, we may exceptionally record the session and send you the protected video to watch with a password for a limited time. It's important to note that AIBXD values intellectual property and takes it seriously when it comes to privacy for both our instructors and learners. This is why all of our content and videographic material are subject

to intellectual property and copyright laws. Please use this material for personal use only. Any infringement will result in legal action being taken.

- **How much time should I dedicate to coursework daily? Will there be time to prepare homework in advance?**

Exciting news! Our teaching approach is a game-changer and has been proven to be highly effective. We call it DUDD: Discover, Understand, Digest, and Deliver - all in one day! Say goodbye to homework, because we know your time is precious. All coursework is completed in session. After completion, you can relax. We prioritize your well-being and work-life balance. The online live course lasts six hours per day, once a week. The best part? No prep time required! Everything is done in class, from discovery to delivery, so you can go out and enjoy some well-deserved rest and social activities.

- **Is there a discount available for the BXD Certificate programs?**

No, we don't currently offer any discounts for our BXD programs. However, our programs are already priced fairly and are taught by top-notch Ivy League scholars and industry leaders. We understand that financing your education can be a challenge, which is why we want to remind you about our AIBXD Referral Program. This program has been a game-changer for many participants, providing discounts of up to 40% on program fees. In fact, some have even received almost zero program fees! We highly recommend checking it out to see if it's a good fit for you.

- **Do I get alumni status after completing the BXD Certificate program?**

No, online certificate programs do not make you eligible for alumni status. However, if you enroll in the BXDM Expert Certificate program and complete it, you will become eligible to work with us as a consultant, guest speaker, or instructor.

- **When is payment due? How do I pay?**

Payment is due within 3 days of receiving the invoice. You can pay online or by bank transfer. We offer multiple payment methods to make it easy for you, including company check, electronic bank wire transfer, and credit card (Visa, MasterCard, American Express). The invoice will provide you with all the details you need to make a payment. As the demand on our programs is high and spots are limited, we kindly ask that you make your payment promptly. This allows us to notify waitlisted candidates as soon as possible and ensures that deserving candidates are not penalized. Please note that delaying payment may result in losing your spot, which means that your **application will be revoked** and you'll have to start the process all over again.

- **What is your cancellation and refund policy?**

What do I do if a program I am registered for is canceled? At AIBXD, we always strive to stick to our program schedules. However, there may be unforeseen circumstances that require us to cancel a program. In such cases, we will immediately reach out to registered participants through email and offer them a transfer to a future program or a full refund of the program fee. Although this has never happened before, we believe it's important to inform our participants about the possibility of such an occurrence.

If I decide to cancel my registration, what is the refund policy? We understand that life can be unpredictable, and sometimes schedules need to be adjusted. We want to make sure that our learners are aware that our AIBXD programs are in high demand. We want to provide the best experience possible for our learners, which can be costly in terms of organizing venues, personalized welcome kits, and booking VIP speakers and CEOs with busy

schedules. As a result, we have a strict cancellation policy in place, even for unforeseen circumstances. We hope that our learners understand and can plan accordingly. Here are some guidelines to keep in mind:

- a) Cancellations can be made for a full refund within 3 business days of initial registration. The link to register and pay the full program fee will be sent on the same day as the decision notification. Requests for exceptions outside of the 3-day period will be considered on a case-by-case basis.
- b) Due to program high demand and preparation, cancellations received after 3 business days of initial registration are subject to full payment of the program fee.
- c) In order to receive a full refund and cancel a program, the registrant must send a written request to info@aibxd.com within 3 business days of registering.
- d) Registrants may transfer to another date of the same program by submitting a written request to info@aibxd.com up to 3 business days before the program start date. If the requested program is sold out, the registrant will be placed on the waitlist.
- e) Our cancellation policies will be reviewed on a case-by-case basis and may be modified for exceptions related to organizational changes or policy updates.
- f) We kindly advise you to take a look at our Terms and Conditions, as they can provide helpful guidance for using our services.

• Do you have policies in place regarding privacy and copyright for your programs?

It is absolutely crucial to understand that at AIBXD, we hold intellectual property and privacy in the highest regard for both our instructors and learners. All of our content and videographic material are strictly protected by intellectual property and copyright laws, and we expect that they will be used solely for personal purposes. Any infringement of these laws will result in immediate legal action being taken.

Furthermore, we require all program attendees, including learners, instructors, and guest speakers, to sign a non-disclosure agreement prior to the start of the program. Please be aware that photos and videos are strictly prohibited, as we have an official photographer who will provide you with pictures for your souvenirs. If you wish to share photos on social media, you must credit them with the copyright photo credit *©American Institute of Business Experience Design* and tag us accordingly. We are happy to share your content within our network.

• What if I need to drop out of the program?

Please note that if you choose to drop from our program, you will be responsible for the full payment and will not receive your certificate or diploma. We have a strict non-refund policy, meaning that we do not provide any refunds for our online or in-person learning programs. All fees and charges associated with the program are non-refundable. We cannot accept responsibility for any inconvenience or financial loss that may result from your withdrawal from our programs. However, we understand that unexpected events can occur, and if you have no other option but to withdraw, we will consider your situation at our discretion. We can discuss options with you that would allow you to rejoin the same course or program the next time it is scheduled so that you can complete your program. If the program has already ended, you can be waitlisted.