

Immersive Tourism Program

The **Immersive Tourism Program** offers participants a deep and authentic travel experience by engaging directly with local cultures, traditions, and communities. This program goes beyond typical sightseeing, allowing travellers to interact with locals, participate in cultural activities, and gain a profound understanding of the destination's heritage. Designed for those who seek meaningful and transformative journeys, it promotes cultural appreciation, responsible tourism, and personal growth.

SYLLABUS: IMMERSIVE TOURISM PROGRAM

(12 Sessions – 3 Credits)

Course Description

The **Immersive Tourism Program** is designed to provide students with a hands-on and experiential learning and marketing mix approach to tourism by engaging deeply with local cultures, traditions, and communities. This course moves beyond conventional tourism models by fostering direct interaction with local people, participation in cultural activities, and the study of tourism's social, environmental, and economic impacts. Through fieldwork, discussions, and case studies, students will develop a deeper understanding of responsible and sustainable tourism practices.

Learning Objectives

By the end of this course, students will be able to:

1. Define and analyse the principles of immersive tourism.
 2. Understand cultural heritage and its significance in tourism.
 3. Engage with local communities to explore their perspectives on tourism.
 4. Develop Marketing mix.
 5. Design unique immersive tourism experiences.
 6. Utilize storytelling and digital marketing to promote immersive tourism.
 7. Present a comprehensive immersive tourism project.
-

Course Outline

Session	Topic	Subtopics	Learning Methods	Assignments/Projects
1	Introduction to Immersive Tourism (Devi Destiani)	<ul style="list-style-type: none"> - Definition and key concepts - The evolution of tourism towards immersive experiences 	Interactive lecture, discussion	Reflection essay: "What does immersive tourism mean to me?"
2	Cultural Heritage and Tourism (Product) (Devi Destiani)	<ul style="list-style-type: none"> - Importance of cultural heritage in tourism - Ethical considerations in cultural tourism 	Case study, guest lecture	Research report: A case study on cultural tourism
3	Tourism Storytelling and Branding (Dr.Ferry Jaolis)	<ul style="list-style-type: none"> - The power of storytelling in tourism marketing - Digital storytelling techniques 	Case study, guest lecture	Create a visual story for an immersive tourism experience
4	Tourism Experience Design (Product) (Dr.Ferry Jaolis)	<ul style="list-style-type: none"> - Principles of experience design - Creating authentic and engaging tourism experiences 	Case study, guest lecture	Proposal: Designing an immersive tourism experience
5	Marketing Mix (Price) (Hendry)	<ul style="list-style-type: none"> - The effects of tourism on local economies - Social responsibility in tourism development 	Case study, guest lecture	Proposal: Designing an immersive tourism experience
6	Marketing Mix (Price) (Hendry)	<ul style="list-style-type: none"> - The effects of tourism on local economies - Social responsibility in tourism development 	Case study, guest lecture	Proposal: Designing an immersive tourism experience

Session	Topic	Subtopics	Learning Methods	Assignments/Projects
7	Marketing in Tourism (Promotion) (Dr.Ferry Jaolis)	- Role of digital marketing in tourism - Influencer marketing and virtual tourism	Case study, guest lecture	Develop a social media campaign for an immersive tourism program
8	Tourism Experience Design & Mid Project	- Marketing Mix	Presentation	-Develop Marketing Mix - Proposal: Designing an immersive tourism experience
9	Experiential Learning in Tourism	- Hands-on participation in cultural tourism activities - Understanding tourism from the traveller's perspective	Immersion trip, reflection session	Travel journal and field notes
10	Experiential Learning in Tourism	- Hands-on participation in cultural tourism activities - Understanding tourism from the traveller's perspective	Immersion trip, reflection session	Travel journal and field notes
11	Experiential Learning in Tourism	- Hands-on participation in cultural tourism activities - Understanding tourism from the traveller's perspective	Immersion trip, reflection session	Travel journal and field notes

Session	Topic	Subtopics	Learning Methods	Assignments/Projects
12	Experiential Learning in Tourism & Final Project	- Hands-on participation in cultural tourism activities - Understanding tourism from the traveller's perspective	Immersion trip, reflection session	Travel journal and field Presentation

Assessment Methods

- **Reflection Essays & Reports (25%)**
 - **Field Engagement & Practical Activities (25%)**
 - **Projects & Presentations (30%)**
 - **Final Showcase Presentation (20%)**
-