



Blended Intensive Programme

BIP-code 2025-1-FI01-KA131-HED-000332521-6.

Title: 'EXPERIENCE ECONOMY IN TOURISM BUSINESS'

Objectives and description: This Blended Intensive Programme (BIP) is introducing the Experience Economy, the modern phase of global economy, and its' characteristics. It is focused on practical analyzing experience products and services. Students learn the special nature of products and services based on meaningful customer experiences applied in Tourism business – but applicable in any business sector. Product design model for practical product design and analyzing is studied. Students conduct experience product design/analysis project related to selected Tampere region tourist destinations.

After completing the course, the student will be able to:

- understand the nature and meaning of the experience economy as a current trend in global economy.
- apply the experience product design principles and tool in product design process.
- analyze the existing products and services, and improve their quality.

Methods and outcomes: BIP will combine individual studying, theoretical lectures, practical activities and field work, group discussions and presentations. Students will have the opportunity to interact with tourism experts and participate in international academic discussions and team working. Individual studying is required before the intensive week.

Field of education: *1015 Travel, tourism and leisure*

Level of study: Bachelor's or equivalent level (EQF-6)

Physical start date: 21st September 2026

Physical end date: 25th September 2026

Physical activity duration: 5 days

Virtual component timing: 10.9.2026

Virtual component duration: 3h

Virtual component description: BIP Kick Off meeting, course and task introduction, student working teams' forming, introducing Tamk / Tampere

Number of ECTS: 5 ECTS

Partner organizations:

1. Ionian University (IU) - Greece
2. University Jaume I (UJI) – Spain
3. Tampere University of Applied Sciences (TAMK) – Finland
4. Ruhr West University of Applied Sciences (HRW) – Germany
5. Salford University (SU) – UK
6. Kyiv National University of Trade and Economics (KNUTE) - Ukraine