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# Sustainable high-end tourism

## Course Syllabus

**“Sustainable high-end tourism”** course has been developed within the framework of the project: **“SUHET: Creating and Implementing Education for Sustainable High-end Tourism throughout Europe”** (2022-2024), with reference number: 2021-1-FI01-KA220-HED-000031996, implemented under the Erasmus+ programme, Key Action 2: Partnerships for Cooperation in the field of Higher Education.

Link to the course in Coursera:

<https://www.coursera.org/learn/sustainable-high-end-tourism#modules>

Level	Intermediate
Commitment	5 weeks / 5 hours a week
Language	English
How to pass	Pass all graded assignments to complete the course

### How do I pass?

To earn your Certificate, you'll need to earn a passing grade on each of the required assignments—these can be quizzes, peer-graded assignments, or programming assignments. Videos, readings, and practice exercises are there to help you prepare for the graded assignments.

### What do start dates and end dates mean?

Once you enroll, you'll have access to all videos, readings, quizzes, and programming assignments (if applicable). If you choose to explore the content without purchasing, you may not be able to access certain assignments. If you don't finish all graded assignments before the end of the session, you can reset your deadlines. Your progress will be saved and you'll be able to pick up where you left off.

### What are due dates? Is there a penalty for submitting my work after a due date?



Within the course, there are suggested due dates to help you manage your schedule and keep work from piling up. Quizzes and programming assignments can be submitted late without consequence. However, it is possible that you won't receive a grade if you submit your peer-graded assignment too late because classmates usually review assignment within three days of the assignment deadline.

### Can I re-attempt an assignment?

Yes. If you want to improve your grade, you can always try again. If you're re-attempting a peer-graded assignment, re-submit your work as soon as you can to make sure there's enough time for your classmates to review your work. In some cases you may need to wait before re-submitting a programming assignment or quiz. We encourage you to review learning material during this delay.

### Total Course duration

Module	Videos	Reading	Quiz	Total minutes
Module 1: Sustainable high-end tourism	61			61
Module 2: Introduction to High-end tourism	39	30	30	99
Module 3: High-end tourism and the three pillars of sustainability	50	30	20	100
Module 4: Customer insight in sustainable high-end tourism	61	20	30	111
Module 5: Marketing sustainable high-end tourism experience products and services	34	20	30	84
Module 6: Operational management of sustainable high-end customer experience	55	20	30	105
<b>Total Duration</b>	<b>300</b>	<b>120</b>	<b>140</b>	<b>560*</b>

\* 9 hours and 20 minutes.



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## Module 1: Sustainable high-end tourism

In this module we will have a look at high-end tourism and its specificities. We will have a look at the main elements in the sustainability aspect of delivering that service. We will also have a look at how a customer looks at those elements. Because the client's perspective is essential. Once we know that, we will have a look at how customers experience those products and services and how we manage them. Because lest we forget working in managing high-end tourism is all about creating that added value for the customer, for the personnel, and for those companies. Therefore, the course is structured into five main modules:

1. Introduction to high-end tourism
2. High-end tourism and the three pillars of sustainability
3. Customer insight in sustainable high-end tourism
4. Marketing sustainable high-end tourism experience products and services
5. Operational management of sustainable high-end customer experience

### ***What's included***

1 video

6 readings

### **1 video - Total 1 minute**

Welcome to the MOOC - 1 minute

### **6 readings - Total 60 minutes**

Acknowledgement - 10 minutes

Course organization - 10 minutes

About the course certificate - 10 minutes

Solving doubts and technical issues - 10 minutes

FAQs - General topics - 10 minutes

FAQs - Assessments and Certificate - 10 minutes



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## Module 2: Introduction to High-end tourism

This week is dedicated to exploring the concept of luxury, its evolution throughout history, and its connection to societal changes, from symbolizing status and power to becoming a means of self-expression. We'll delve into how luxury tourism has developed, from the exclusive Grand Tours of the past to the democratization of luxury experiences today. We'll discuss the changing perceptions of luxury in contemporary society. Luxury is no longer solely about owning rare items but about experiencing pleasure and emotion. We'll explore how luxury experiences are reshaping the traditional concept of value creation and discuss the subjective nature of what constitutes luxury. At the end, we'll delve deeper into the role of human interaction in luxury tourism. We'll examine how staff selection, continuous training, and personalized service contribute to customer satisfaction. We'll discuss the dynamic and personalized nature of luxury experiences co-created by customers and staff.

### ***What's included***

7 videos

3 readings

1 quiz

### **7 videos - Total 39 minutes**

Introduction to High-end Tourism

Luxury throughout Time: History and Transformation - 7 minutes

Luxury Tourism throughout Time: History and Transformation - 3 minutes

Changing Perceptions of Luxury - 6 minutes

New Luxury Concept - 5 minutes

Actors within Luxury Tourism: Providers - 5 minutes

Actors within Luxury Tourism: Costumers - 9 minutes

### **3 readings - Total 30 minutes**

Mandatory readings - 10 minutes

Additional readings - 10 minutes

Reflections of week 1 - 10 minutes

### **1 quiz - Total 30 minutes**

Quiz 1 - 30 minutes



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## Module 3: High-end tourism and the three pillars of sustainability

This week is dedicated to the study of sustainability and its connections with the high-end tourism sector. In this module we will try to give answer to the following questions: What is sustainable development and how can it be implemented in the field of tourism? What are the three main pillars of sustainable tourism? In the specific case of high-end to tourism, what actions can be done in order to have a more sustainable luxury tourism? In this case, we will pay specific attention to the Global Sustainability Council Criteria for sustainable tourism as an example of a set of actions that can potentially be implemented at any high-end tourism company.

### ***What's included***

11 videos

3 readings

1 quiz

### **11 videos - Total 50 minutes**

High-end tourism and the three pillars of sustainability - 1 minute

Sustainable development (I) - 4 minutes

Sustainable development (II) - 5 minutes

Sustainable tourism: principles and characteristics (I) - 4 minutes

Sustainable tourism: principles and characteristics (II) - 4 minutes

Sustainable tourism: its implementation - 7 minutes

High-end tourism and sustainability (I) - 4 minutes

High-end tourism and sustainability (II) - 4 minutes

The example of GSTC criteria (I) - 4 minutes

The example of GSTC criteria (II) - 3 minutes

The example of GSTC criteria (III) - 5 minutes

### **3 readings - Total 30 minutes**

Mandatory readings - 10 minutes

Additional readings - 10 minutes

Reflections of week 2 - 10 minutes

### **1 quiz - Total 20 minutes**

Quiz 2 - 20 minutes



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## Module 4: Customer insight in sustainable high-end tourism

The rising purchasing power and standard of living have promoted the rapid growth of the global luxury travel market over the past few years. Sustainability is also an important element which has become a relevant issue for the luxury tourists. Therefore, customer insights of luxury tourists are drawing increasing attention from hospitality and tourism academics and practitioners. During this week, the student will become acquainted with the definitions, benefits, and various types of customer insight in the context of sustainable high-end tourism. He or she will learn the fundamentals of various customer insight tools and methods related to customer insight, consumer behaviour, and trends from a sustainable high-end tourism perspective. The student will comprehend the significance of the value of the sustainable high-end tourism product for the customer. He or she will be familiar with customer-driven marketing best practices and success stories.

### ***What's included***

6 videos

2 readings

1 quiz

### **6 videos - Total 61 minutes**

Introduction - 3 minutes

Defining Customer Knowledge and Customer Insight - 9 minutes

Tools for Understanding Customer Insights in a Global Context - 9 minutes

Tools for Understanding Customer Insights in the European Context - 9 minutes

Customer Insight Tools for Luxury Tourism Businesses' Micro Environment - 14 minutes

Customer Insights and Value within Sustainable High-end Tourism - 14 minutes

### **2 readings - Total 20 minutes**

Additional readings - 10 minutes

Reflections of week 3 - 10 minutes

### **1 quiz - Total 30 minutes**

Quiz 3 - 30 minutes



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## Module 5: Marketing sustainable high-end tourism experience products and services

This week will introduce you to the sustainable high-end tourism promotion and marketing, as well as its environmental and economic impact. The student will learn about the sustainable high-end marketing concept and why it is appealing to tourism enterprises and operators; what is the sustainable marketing mix and how it applies to high-end tourism; also, what are the sustainable high-end tourism marketing tools and strategies that can be useful for local business development. The students will learn about international communication in the high-end tourism sector and will know the Dos and Don'ts in international communication, as well as the importance of foreign languages in promoting sustainable tourism. Finally, IT tools for more efficient marketing will be examined and the learners will be introduced briefly to the internet/online/web marketing, e-mail marketing; and social media marketing.

### ***What's included***

8 videos

2 readings

1 quiz

### **8 videos - Total 34 minutes**

Marketing sustainable high-end tourism experience products and services  
- 2 minutes

Sustainable Marketing in the Tourism Sector: Promotion - 4 minutes

Sustainable Marketing in the Tourism Sector: Thinking long-term - 5 minutes

Sustainable Marketing in the Tourism Sector: Strategy - 4 minutes

Sustainable Marketing tips and strategies - 5 minutes

International Communication - 3 minutes

IT tools for more efficient marketing sustainable high-end tourism  
experience products and services (I) - 3 minutes

IT tools for more efficient marketing sustainable high-end tourism  
experience products and services (II) - 6 minutes

### **2 readings - Total 20 minutes**

Additional readings - 10 minutes

Reflection on the week 4 - 10 minutes

### **1 quiz - Total 30 minutes**

Quiz 4 - 30 minutes



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## Module 6: Operational management of sustainable high-end customer experience

High-end services within the field of international services are challenging due to their temporal nature and constant search for excellence. In this module we will have a look at those challenges and finding answers to whatever the customer throws at you. Integrating the approaches within field of service management, i.e., service design etc., one can identify four important issues: performance measurements systems in service firms, managing innovation in a service environment, managing services across national boundaries and of course defining a service (concept) strategy. In this module we will have a look at each of those issues through video, presentations and a syllabus text that should make you able to tackle pitfalls within the field of operational management of high-end tourism.

### What is included?

6 videos

2 readings

1 quiz

### 6 videos - Total 55 minutes

Operational management of sustainable high-end customer experience  
Introduction to operational management of sustainable high-end customer experience - 3 minutes

1. Performance measurements systems - 14 minutes
2. Managing innovation in a service environment - 9 minutes
3. Managing services across national boundaries - 11 minutes
4. Defining a service (concept) strategy - 15 minutes

### 2 readings - Total 20 minutes

Mandatory readings - 10 minutes

Additional readings - 10 minutes

### 1 quiz - Total 30 minutes

Quiz 5 - 30 minutes