

**FACULTY OF SOCIETY AND SCIENCE  
STUDY COURSE DESCRIPTION**

<b>Course Title:</b>	Coastal and Maritime Tourism Designing Blue Experiences				
<b>Course code (LAIS):</b>					
<b>Study programme:</b>	<b>Tourism organization and management</b>				
<b>Level of Study programme:</b>	<input type="checkbox"/>	1st level professional higher education			
	<input checked="" type="checkbox"/>	Professional Bachelor			
	<input type="checkbox"/>	Professional Master			
	<input type="checkbox"/>	Academic Master			
	<input type="checkbox"/>	PhD level			
<b>Type of Study programme:</b>	<input type="checkbox"/>	Compulsory course (Part A)			
	<input type="checkbox"/>	Professional specialization courses (Part B, compulsory)			
	<input type="checkbox"/>	Professional specialization optional courses (Part B, optional)			
	<input type="checkbox"/>	Elective courses (Part C)			
<b>Course Workload:</b>	<b>Credits</b>	<b>ECTS</b>	<b>Academic hours</b>	<b>Contact hours</b>	<b>Independent work hours</b>
	4	6	160	56	104
<b>Course Author/ Tutor:</b>	Academical position, scien./acad.degree				
	Mg.sc.soc.Ilze Grīnfelde, PhD Linda Veliverronena				
	e-mail: <a href="mailto:ilze.grinfeld@va.lv">ilze.grinfeld@va.lv</a> , <a href="mailto:linda.veliverronena@va.lv">linda.veliverronena@va.lv</a>				
	Consultation: according to the schedule for each semester				
<b>Study Form:</b>	Full time studies				
<b>Study year, semester:</b>					
<b>Language:</b>	English / Latvian				
<b>Prerequisites for the Course:</b>	Recommended completing the introductory course; basic knowledge of tourism and tourism products; basic understanding of sustainability.				
<b>Course Summary:</b>	<p>The purpose of the course is to provide knowledge of <b>tools for designing coastal tourism products</b>, to develop the ability to <b>identify and exploit business opportunities</b>, and to <b>create value by using blue resource</b> in an innovative way. This thematic course provides <b>skills to find effective, creative and sustainable solutions</b> for the <b>development of one's business</b> in the coastal tourism sector and skills to <b>apply the principles of design thinking</b> in designing blue experiences.</p> <p>The course provides knowledge of the principles of collaboration and co-creation and the application of these principles in service design.</p> <p>The subject course is intended for people who work in a small business in coastal and maritime tourism, for destination management officers, for students to complement their studies and for those who are entering the labour market.</p>				
<b>Assessment:</b>	35% - tests 65% - individual and group work				
<b>Requirements for Credits:</b>					
<b>Abiding by the Academic Ethics</b>	<p>Students must abide by the academic and research ethics, Vidzeme University of Applied Sciences Ethics Regulations, incl.:</p> <ul style="list-style-type: none"> <li>– study papers must be independently developed;</li> <li>– the study work should reference all statements, ideas and data used that have been authored by someone else;</li> <li>– appropriate data acquisition methods should be used in the acquisition of data, the research ethics must be respected, empirical data must be collected independently and cannot be distorted or falsified;</li> </ul>				

	<p>– the examination must be carried out by the student independently, without the use of supporting materials and/or consultations with other students, unless the lecturer states otherwise.</p> <p>In the event of non-compliance with the academic and research ethics, punishment is imposed in accordance with the ViA Ethics Regulations and the study course must be re-taken, unless the punishment is exmatriculation.</p>																												
<p><b>Learning Outcomes; the evaluation methods and criteria</b></p>	<table border="1"> <thead> <tr> <th data-bbox="564 533 1038 568">Learning Outcomes</th> <th data-bbox="1038 533 1439 568">The evaluation methods and criteria</th> </tr> </thead> <tbody> <tr> <td colspan="2" data-bbox="564 568 1439 600"><b>Knowledge</b></td> </tr> <tr> <td data-bbox="564 600 1038 663">Knowledge about business environment aspects and research methods</td> <td data-bbox="1038 600 1439 663">Written assignments, group works, tests</td> </tr> <tr> <td data-bbox="564 663 1038 725">Knowledge about coastal tourism specifics</td> <td data-bbox="1038 663 1439 725">Written assignments, group works, tests</td> </tr> <tr> <td data-bbox="564 725 1038 788">Knowledge about product design, customer experience and related technologies</td> <td data-bbox="1038 725 1439 788">Written assignments, group works, tests</td> </tr> <tr> <td data-bbox="564 788 1038 851">Knowledge about safety in coastal tourism</td> <td data-bbox="1038 788 1439 851">Written assignments, group works, tests</td> </tr> <tr> <td colspan="2" data-bbox="564 851 1439 882"><b>Skills</b></td> </tr> <tr> <td data-bbox="564 882 1038 945">Mapping coastal business environment</td> <td data-bbox="1038 882 1439 945">Written assignments, group works, tests</td> </tr> <tr> <td data-bbox="564 945 1038 1008">Identify and manage risks related to coastal and maritime tourism experiences</td> <td data-bbox="1038 945 1439 1008">Written assignments, group works, tests</td> </tr> <tr> <td data-bbox="564 1008 1038 1111">Select relevant sources and techniques to enrich customer experience and add value to services</td> <td data-bbox="1038 1008 1439 1111">Written assignments, group works, tests</td> </tr> <tr> <td colspan="2" data-bbox="564 1111 1439 1142"><b>Competency</b></td> </tr> <tr> <td data-bbox="564 1142 1038 1267">Ability to identify business opportunities</td> <td data-bbox="1038 1142 1439 1267">Written assignments, group works, tests, discussions</td> </tr> <tr> <td data-bbox="564 1267 1038 1429">Design new and adjust existing coastal and maritime tourism experiences by applying service design, pricing strategies, marketing and other relevant tools</td> <td data-bbox="1038 1267 1439 1429">Written assignments, group works, tests, presentations</td> </tr> <tr> <td data-bbox="564 1429 1439 1496"></td> <td data-bbox="564 1429 1439 1496"></td> </tr> </tbody> </table>	Learning Outcomes	The evaluation methods and criteria	<b>Knowledge</b>		Knowledge about business environment aspects and research methods	Written assignments, group works, tests	Knowledge about coastal tourism specifics	Written assignments, group works, tests	Knowledge about product design, customer experience and related technologies	Written assignments, group works, tests	Knowledge about safety in coastal tourism	Written assignments, group works, tests	<b>Skills</b>		Mapping coastal business environment	Written assignments, group works, tests	Identify and manage risks related to coastal and maritime tourism experiences	Written assignments, group works, tests	Select relevant sources and techniques to enrich customer experience and add value to services	Written assignments, group works, tests	<b>Competency</b>		Ability to identify business opportunities	Written assignments, group works, tests, discussions	Design new and adjust existing coastal and maritime tourism experiences by applying service design, pricing strategies, marketing and other relevant tools	Written assignments, group works, tests, presentations		
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<p><b>Course Compulsory literature:</b></p>	<p>Laeo, F., Lopes Dias, A. (2019) Creative tourism and creative entrepreneurs in coastal locations A comparative analysis on the context of the decentralization of tourism destinations. Eds. Morais de Brito, M., Dias A., Patuleia, M. (2019) In book: Managing, Marketing, and Maintaining Maritime and Coastal Tourism. Publisher: IGI Global Retrieved: <a href="https://www.researchgate.net/publication/337784263_Creative_tourism_and_creative_entrepreneurs_in_coastal_locations_A_comparative_analysis_on_the_context_of_the_decentralization_of_tourism_destinations">https://www.researchgate.net/publication/337784263_Creative_tourism_and_creative_entrepreneurs_in_coastal_locations_A_comparative_analysis_on_the_context_of_the_decentralization_of_tourism_destinations</a></p> <p>Custódio Santos M., Ferreira, A., Costa C., C. Santos, C.A. (2020) A Model for the Development of Innovative Tourism Products: From Service to Transformation. Retrieved: <a href="https://www.google.com/url?sa=t&amp;rct=j&amp;q=&amp;esrc=s&amp;source=web&amp;cd=&amp;ved=2ahUKEwje3MiO9v71AhXNR_EDHUCqCUYQFnoECBAQAQ&amp;url=https%3A%2F%2Fwww.mdpi.com%2F2071-1050%2F12%2F11%2F4362%2Fpdf&amp;usg=AOvVaw0KXyRIM0huP7fmriUDQPpW">https://www.google.com/url?sa=t&amp;rct=j&amp;q=&amp;esrc=s&amp;source=web&amp;cd=&amp;ved=2ahUKEwje3MiO9v71AhXNR_EDHUCqCUYQFnoECBAQAQ&amp;url=https%3A%2F%2Fwww.mdpi.com%2F2071-1050%2F12%2F11%2F4362%2Fpdf&amp;usg=AOvVaw0KXyRIM0huP7fmriUDQPpW</a></p>																												

	<p>Müller-Roterberg, C. (2018) Design thinking handbook. Kindle direct publishing. Retrieved: <a href="https://www.researchgate.net/publication/329310644_Handbook_of_Design_Thinking">https://www.researchgate.net/publication/329310644_Handbook_of_Design_Thinking</a></p> <p>Pafi, Maria; Flannery, Wesley; Murtagh, Brendan (2020). <i>Coastal tourism, market segmentation and contested landscapes. Marine Policy</i>, (), 104189–. doi:10.1016/j.marpol.2020.104189</p> <p>Stankov, U. &amp; U. Gretzel (2020) Tourism 4.0 technologies and tourist experiences: a human-centered design perspective. <i>Information Technology &amp; Tourism</i>, Vol (22):477–488. Retrieved <a href="https://link.springer.com/article/10.1007/s40558-020-00186-y">https://link.springer.com/article/10.1007/s40558-020-00186-y</a></p> <p>World Health Organization (2003). Guidelines for safe recreational water environments. Volume 1. Coastal and Fresh Waters. Retrieved <a href="https://www.who.int/water_sanitation_health/bathing/srwg1.pdf">https://www.who.int/water_sanitation_health/bathing/srwg1.pdf</a></p>
<b>Course additional literature:</b>	
<b>Course confirmation date:</b>	
<b>Date of course description update:</b>	01.04.2022.

### Study Course Plan:

Date	Theme	Academic hours		Study Form/ Organization of independent work of students and task description
		Contact hours	Independent work hours	
<i>The date is specified before the implementation of the course</i>	1. Business environment analysis, stakeholder network and mapping techniques,	8	14	Test Literature studies Lecture Workshops Discussion
	2. Product development process - blue tourism service specifics, The principles of tourism product design, Customer journey, seasonality	16	30	Test Assignment 1 Discussion Literature studies Lecture Workshops
	3. Design thinking and experience design - product development as creative process, Design thinking process	4	8	Presentations Assignment 2 Discussions Literature studies Group work Lecture Workshops
	4. Market segmenting, blue tourist profile, analysis of needs and behaviour	4	8	Test Assignment 3 Presentations Discussions Literature studies Lecture Workshops

	5. Pricing process and strategies, factors affecting pricing	<b>4</b>	<b>7</b>	Test Assignment 4 Presentations Lecture
	6. Tools, techniques and technologies to enrich customer experience for coastal tourism services - digital solutions, storytelling.	<b>16</b>	<b>30</b>	Discussions Literature studies Group sessions Lecture
	7. Safety in coastal and maritime tourism services.	<b>4</b>	<b>7</b>	Test Literature studies Lecture
		<b>56</b>	<b>104</b>	
	<b>Hours total:</b>			

### SABIEDRĪBAS ZINĀTŅU FAKULTĀTE STUDIJU KURSA APRAKSTS

<b>Studiju kursa nosaukums:</b>	<b>Pieredzējuma dizains piekrastes tūrismā</b>				
<b>Studiju kursa kods (LAIS):</b>					
<b>Studiju programma:</b>	<b>Tūrisma organizācija un vadība</b>				
<b>Studiju programmas līmenis:</b>	Pirmā līmeņa profesionālā augstākā izglītība				
	Profesionālais bakalaurs				
	Profesionālā maģistrs				
	Akadēmiskais maģistrs				
	Doktorantūra				
<b>Studiju kursa veids:</b>	Obligāts studiju kurss (A daļa)				
	Nozares profesionālās specializācijas kurss (B daļa, obligāts)				
	Nozares profesionālie izvēles kursi (B daļa, izvēle)				
	Brīvās izvēles kursi (C daļa)				
<b>Studiju kursa apjoms:</b>	<b>Kreditpunkti</b>	<b>ECTS</b>	<b>Akadēmiskās stundas</b>	<b>Kontaktstundas</b>	<b>Patstāvīgā darba stundas</b>
	4	6	160	56	104
<b>Studiju kursa docētājs:</b>	Mg.sc.soc.Ilze Grīnfelde, PhD Linda Veliverronena				
	ilze.grinfeld@va.lv, linda.veliverronena@va.lv				
	Konsultācijas: pēc konsultāciju grafika katram semestrim				
<b>Studiju veids:</b>	Pilna laika				
<b>Studiju gads, semestris:</b>					
<b>Studiju valoda:</b>	Angļu/latviešu				
<b>Nepieciešamās priekšzināšanas:</b> (ja nepieciešamas)	Vēlama ievadkursa pabeigšana; pamatzināšanas par tūrismu un tūrisma produktiem; pamatzināšanas par ilgtspēju.				

<b>Studiju kursa anotācija:</b>	Kursa mērķis ir sniegt zināšanas par piekrastes tūrisma produktu izstrādes instrumentiem, attīstīt spēju apzināt un izmantot biznesa iespējas un radīt vērtību, inovatīvi izmantojot piekrastes resursu. Šis tematiskais kurss sniedz prasmes rast efektīvus, radošus un ilgtspējīgus risinājumus sava biznesa attīstībai piekrastes tūrisma sektorā un prasmes pielietot dizaina domāšanas principus ceļošanas pieredzējuma veidošanā. Kurss sniedz zināšanas par sadarbības un koprades principiem un šo principu pielietojumu pakalpojumu dizainā. Kurss orientēts uz mikro un maza apjoma piekrastes tūrisma biznesu, tāpat noderēs galamērķu pārvaldībā.		
<b>Gala pārbaudījuma forma:</b>	Noslēguma ziņojums		
<b>Prasības kredītpunktu ieguvei un kritēriji studiju rezultātu vērtēšanai:</b>	35% - pārbaudes darbi 65% - individuālie un grupu darbi		
<b>Akadēmiskās ētikas ievērošana</b>	<p>Studentiem jāievēro akadēmiskā un pētījumu ētika, Vidzemes Augstskolas ētikas nolikums, t.sk.:</p> <ul style="list-style-type: none"> <li>– studiju darbiem ir jābūt patstāvīgi izstrādātiem;</li> <li>– studiju darbos ir jābūt atsaucēm uz visiem izmantotajiem citu autoru izteikumiem, idejām un datiem;</li> <li>– datu ieguvē jāizmanto atbilstošas datu ieguves metodes, jāievēro pētījumu ētika, empīriskie dati jāievāc patstāvīgi un tie nedrīkst būt sagrozīti vai viltoti;</li> <li>– pārbaudījums studentam jāveic patstāvīgi, bez palīgmateriālu izmantošanas un konsultācijām ar citiem studentiem, ja vien docētājs nav noteicis citādi.</li> </ul> <p>Akadēmiskās un pētījumu ētikas neievērošanas gadījumā tiek piemērots sods saskaņā ar ViA Ētikas nolikumu un studiju kurss jāapgūst atkārtoti, ja vien sods nav eksmatrikulācija.</p>		
<b>Studiju kursa studiju rezultāti un to vērtēšanas metodes</b>	<b>Studiju rezultāti</b>	<b>Studiju rezultātu vērtēšanas metodes</b>	
	<b>Zināšanas</b>		
	Zināšanas par dažādiem uzņēmējdarbības vides aspektiem un tās izpētes metodēm	Rakstiskie darbi, grupu darbi, pārbaudes darbi	
	Zināšanas par tūrisma specifiku piekrastes teritorijās	Rakstiskie darbi, grupu darbi, pārbaudes darbi	
	Zināšanas par drošības aspektiem piekrastes tūrismā	Rakstiskie darbi, grupu darbi, pārbaudes darbi	
	Zināšanas par produktu dizainu, klientu pieredzējumu un ar to saistītās tehnoloģijas	Rakstiskie darbi, grupu darbi, pārbaudes darbi	
	<b>Prasmes</b>		
	Piekrastes tūrisma uzņēmējdarbības vides kartēšana	Rakstiskie darbi, grupu darbi, pārbaudes darbi	
	Identificēt un vadīt ar piekrastes un ar tūrismu uz ūdeņiem saistītu pieredzējumu riskus	Rakstiskie darbi, grupu darbi, pārbaudes darbi	
	Izvēlēt atbilstošus resursus un tehnikas klientu pieredzējuma bagātināšanai un papildus vērtības pievienošanai pakalpojumiem	Rakstiskie darbi, grupu darbi, pārbaudes darbi	

<b>Kompetence</b>	
Spēja identificēt uzņēmējdarbības iespējas	Rakstiskie darbi, grupu darbi, pārbaudes darbi, diskusijas
Radīt jaunu un pielāgot esošo piekrastes un ar ūdeņiem saistītu tūrisma pieredzējumu izmantojot pakalpojuma dizaina principus, cenas noteikšanas stratēģijas, mārketinga un citus rīkus	Rakstiskie darbi, grupu darbi, pārbaudes darbi, prezentācijas
<b>Studiju kursa obligātā literatūra:</b>	<p>Laeo, F., Lopes Dias, A. (2019) Creative tourism and creative entrepreneurs in coastal locations A comparative analysis on the context of the decentralization of tourism destinations. Eds. Morais de Brito, M., Dias A., Patuleia, M. (2019) In book: Managing, Marketing, and Maintaining Maritime and Coastal Tourism. Publisher: IGI Global Retrieved: <a href="https://www.researchgate.net/publication/337784263_Creative_tourism_and_creative_entrepreneurs_in_coastal_locations_A_comparative_analysis_on_the_context_of_the_decentralization_of_tourism_destinations">https://www.researchgate.net/publication/337784263_Creative_tourism_and_creative_entrepreneurs_in_coastal_locations_A_comparative_analysis_on_the_context_of_the_decentralization_of_tourism_destinations</a></p> <p>Custódio Santos M., Ferreira, A., Costa C., C. Santos, C.A. (2020) A Model for the Development of Innovative Tourism Products: From Service to Transformation. Retrieved: <a href="https://www.google.com/url?sa=t&amp;rct=j&amp;q=&amp;esrc=s&amp;source=web&amp;cd=&amp;ved=2ahUKEwje3MiO9v71AhXNR_EDHUCqCUYQFnoECBAQAQ&amp;url=https%3A%2F%2Fwww.mdpi.com%2F2071-1050%2F12%2F11%2F4362%2Fpdf&amp;usq=AOvVaw0KXyRIM0huP7fmriUDQPpW">https://www.google.com/url?sa=t&amp;rct=j&amp;q=&amp;esrc=s&amp;source=web&amp;cd=&amp;ved=2ahUKEwje3MiO9v71AhXNR_EDHUCqCUYQFnoECBAQAQ&amp;url=https%3A%2F%2Fwww.mdpi.com%2F2071-1050%2F12%2F11%2F4362%2Fpdf&amp;usq=AOvVaw0KXyRIM0huP7fmriUDQPpW</a></p> <p>Müller-Roterberg, C. (2018) Design thinking handbook. Kindle direct publishing. Retrieved: <a href="https://www.researchgate.net/publication/329310644_Handbook_of_Design_Thinking">https://www.researchgate.net/publication/329310644_Handbook_of_Design_Thinking</a></p> <p>Pafi, Maria; Flannery, Wesley; Murtagh, Brendan (2020). <i>Coastal tourism, market segmentation and contested landscapes. Marine Policy</i>, (), 104189–. doi:10.1016/j.marpol.2020.104189</p> <p>Stankov, U. &amp; U. Gretzel (2020) Tourism 4.0 technologies and tourist experiences: a human-centered design perspective. <i>Information Technology &amp; Tourism</i>, Vol (22):477–488. Retrieved <a href="https://link.springer.com/article/10.1007/s40558-020-00186-y">https://link.springer.com/article/10.1007/s40558-020-00186-y</a></p> <p>World Health Organization (2003). Guidelines for safe recreational water environments. Volume 1. Coastal and Fresh Waters. Retrieved <a href="https://www.who.int/water_sanitation_health/bathing/srwg1.pdf">https://www.who.int/water_sanitation_health/bathing/srwg1.pdf</a></p>
<b>Studiju kursa papildliteratūra un citi informācijas avoti:</b>	Tiks norādīti uzsākot kursu
<b>Studiju kursa apraksta apstiprinājuma datums:</b>	
<b>Studiju kursa apraksta aktualizēšanas datums:</b>	1.04.2022.

**Studiju kursa plāns:**

Datums	Temats	Akadēmiskās stundas
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		<b>Kontaktstundas</b>	<b>Patstāvīgā darba stundas</b>	<b>Nodarbību veids/ studējošo patstāvīgā darba organizācijā un uzdevumu raksturojums</b>
<i>Datums tiek precizēts pirms kursa īstenošanas</i>	1. Biznesa vides analīze, ieinteresēto pušu tīkls un tā kartēšanas metodes.	<b>8</b>	<b>14</b>	Pārbaudes darbs Literatūras studijas Lekcija Seminārs Diskusija
	2. Produkta izstrādes process - piekrastes tūrisma pakalpojumu specifika, Tūrisma produkta dizaina principi, Klienta ceļojums, sezonālā nozīme	<b>16</b>	<b>30</b>	Pārbaude darbs Literatūras studijas Lekcija Seminārs Diskusija Rakstisks uzdevums 1.daļa
	3. Dizaina domāšana un pieredze dizains - produkta izstrāde kā radošs process, Dizaina domāšanas process	4	8	Prezentācijas Literatūras studijas Lekcija Seminārs Diskusija Rakstisks uzdevums 2.daļa
	4. Tirgus segmentēšana, piekrastes tūristu profils, vajadzību un uzvedības analīze	4	8	Pārbaude darbs Prezentācijas Literatūras studijas Lekcija Seminārs Diskusija Rakstisks uzdevums 3.daļa
	5. Cenu noteikšanas process un stratēģijas, cenošanu ietekmējošie faktori.	4	7	Tests Rakstisks uzdevums 4. daļa Prezentācija Lekcija
	6. Rīki, tehnikas un tehnoloģijas, lai bagātinātu piekrastes tūrisma pieredzējumu - digitālie risinājumi, stāstniecība.	16	30	Diskusija Literatūras studijas Grupu darbs Lekcija
	7. Drošība piekrastes un ar ūdeņiem saistīta tūrisma pakalpojumos.	4	7	Tests Literatūras studijas Lekcija
	<i>Stundu skaits kopā</i>	56	104	