



## TITLE

**Consumer Experience Design**

## LAB & PEOPLE

- Name of the hosting Research Centre/Faculty: CinTurs (Research Centre in Tourism, Sustainability and Well-being) and Faculty of Economics, University of Algarve (Portugal)
- General activities of the lab: research
- Website: <https://www.cinturs.pt/site/index.php>
- Number of staff / PhD: 48 (integrated researchers) + 52 (PhD students) + 2 (secretariat)
- Supervisor name and contact: Dora Agapito ([dlagapito@ualg.pt](mailto:dlagapito@ualg.pt))

## TOPIC OF THE INTERNSHIP

- Scientific context of the internship (max 20 lines)

Tourism experiences can be designed in a holistic manner to enhance experiences as perceived by individuals. This approach is expected to increase the likelihood of outcomes related to positive and memorable experiences, as well as hedonic and eudaimonic well-being. This perspective highlights the link between the external elements in the surrounding environments, i.e., the experiencescape (stimuli), and the internal factors (e.g., motivations, emotions) impacting individuals' perception, behaviours, and well-being. Therefore, stimuli such as sensory elements, stories and themes can be used to purposefully direct individuals' attention. Research opportunities around tourism experiences design are related to sustainability, well-being and technology, offering exciting opportunities for tourism and hospitality marketing and management.

Keywords: tourism experience design, consumer behaviour, sensory experience, technology, well-being sustainability

### Bibliography

Agapito, D. (2020). The senses in tourism design: A bibliometric review. *Annals of Tourism Research*, 83, 102934.

Agapito, D., Pinto, P., Ascensão, M. P., & Tuominen, P. (2021). Designing compelling accommodationscape: Testing a framework in a rural context. *Tourism and Hospitality Research*, 21(3), 259–274.

Agapito, D., Ribeiro, M. A., & Woosnam, K. M (Coord.) (2022). *Handbook on the Tourist Experience: Design, Marketing and Management*. Edward Elgar.



## 2023 Master internship at University of Algarve



Godovykh, M., & Tasci, A.D.A. (2020). Customer experience in tourism: A review of definitions, components, and measurements. *Tourism Management Perspectives*, 35, 1-10.

Mossberg, L. (2007). A marketing approach to the tourist experience. *Scandinavian Journal of Hospitality and Tourism*, 7(1), 59-74.

Tasci, A., & Pizam, A. (2020). An expanded nomological network of experienscape. *International Journal of Contemporary Hospitality Management*, 32, 999–1040.

- Tasks and duties entrusted to the student: Tasks can be related to literature review, data collection (secondary or primary) and data analysis
- Skills to be acquired or developed: learn how to conduct applied research

### PROFILE OF THE DESIRED STUDENT

- Minimum level of study required: student at a master level
- Field(s) of study: Economics, Management and Tourism
- Scientific skills: Soft skills, search in scientific databases, scientific writing, data collection (secondary and/or primary) and analysis (qualitative and/or quantitative)
- Language skills required: English

### THE INTERNSHIP ASSIGNMENT:

Desired duration of the internship (in months): minimum: 2 months – maximum: 6 months

Desired Starting date of the mission: all across the academic year, except summer (July and August)

Indicative weekly schedule: 35h / week

Remuneration: Not available

*Erasmus grant?* Application should be made by the student at the sending institution

Internship agreement: *an internship agreement will be signed.*

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*To SEA-EU students:*

*If you're interested please send your CV and letter of motivation to the scientist in charge, [dlagapito@ualg.pt](mailto:dlagapito@ualg.pt)*