

Module 1: Introduction to High-end Tourism

Presentation and Learning objectives

This module 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.

Learning objectives:

1. Learn the definition of high-end/luxury tourism – basic terminology, meaning and historical development
2. Learn about planning and designing luxury experiences
3. Know indicators for evaluation of luxury tourism – basic principles
4. Know the roles and responsibilities of all actors within luxury tourism (tourism providers, guests)
5. Know global good practice and case studies in luxury tourism