

Group: IMTH

Degree: Master

Course: Luxury Management in Tourism

1. Credits: 3

2. Grade & Semester: Second year, first semester

3. Prerequisites: N/A

4. Course objectives:

The objectives of this course include the evaluation and discussion of the essence of luxury brand management by addressing the brand potential that exists in luxury activities and how luxury-goods businesses should be conducted on a daily basis. Moreover, the course aims to analyze and critique the specifics of luxury goods marketing, the long-term trends in the luxury industry and the changing shape and definition of the luxury sector. The course further aims to identify luxury brand and experience problems within the hotel and tourism context and apply research skills and techniques to solve these problems as well as analyzing and appraising related numerical and graphical data regarding managing luxury brands and experiences and developing solutions for industry practitioners. Finally, the course will educate students on the particulars of luxury management through the analysis and evaluation of luxury brand management research journals, identifying research problems, reviewing the literature, applying methodologies and appraising results, developing a research proposal and conducting a survey to evaluate the findings, which will be outlined in research report

5. Course description/outline:

This subject emphasizes conceptual, analytical and application skills in luxury brand management and luxury experiences. Concepts and applications will be introduced through the textbook, selected journal articles and field visits. The subject will help students in analyzing the essence of a luxury brand, luxury brand consumption and the luxury experience. It will further enable students to analyze the power of a luxury brand and evaluate a luxury experience through its value and its social, contractual and semiotic dimensions.