



AGORA

PROJECT N: 2022-1-FR01-KA220-ADU-000086999

Educator's Guide



Module 6

Practical Tools with Sample Instruments for Experience Co-creation

Prepared by: Bulgarian Association of Wine Professionals



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Module 6	Practical Tools with Sample Instruments for Experience Co-creation
Learning approach	Active learning Collaborative learning Challenge-based learning
Teaching method	Blended-learning opportunity F2F training Individual e-learning
Group size	Recommended: 10-20 participants to ensure effective interaction and participation during hands-on activities.
Learning Outcomes	Upon completing this module, learners will have acquired the following: Knowledge: • Understand the principles of Design Sprints, Storytelling, and Service Blueprinting in the context of regenerative tourism. • Recognise the significance of community engagement and sustainable practices in tourism development. Skills: • Implement Design Sprints to rapidly prototype and test tourism experiences. • Create and integrate compelling narratives into tourism services. • Develop detailed service blueprints to ensure a seamless visitor experience. Competences: • Lead projects incorporating community insights and sustainable practices. • Innovate tourism offerings that reflect authentic cultural narratives and environmental sustainability. • Evaluate and refine tourism processes to enhance customer satisfaction and operational efficiency.
Preparation	Participants should review basic concepts in design thinking, storytelling techniques, and service design before attending the workshop. It is recommended they explore case studies related to sustainable and regenerative tourism to gain foundational knowledge.
Warm-up/ice-breaking activity	Have participants share a memorable tourism experience that highlights unique cultural or environmental aspects. This activity will set the tone for understanding the importance of creating meaningful tourism experiences.



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Module Overview	Provide an overview of Module 6, detailing the objectives and the three main tools: Design Sprints, Storytelling, and Service Blueprinting. Discuss how these tools can be applied to enhance tourism experiences, focusing on sustainability and community involvement.
Facility/ Equipment	• Classroom or workshop space with whiteboards, flip charts, and markers. • Projector and screen for presentations. • Computers / tablets / phones with internet access for digital activities. • Materials for prototyping (e.g., paper, markers, sticky notes, Lego blocks). • Audio recording devices (phones) for storytelling sessions (optional). • Paper-based Storyboards. • Printed questionnaires.
Introduction	Explain the significance of the tools in fostering regenerative tourism. Briefly introduce each tool and outline how they will be explored through practical exercises during the module.
Main Tasks / Procedure	Activity 1: Design Sprints • Introduction: Introduce the concept of Design Sprints and explain its five phases—Empathise, Define, Ideate, Prototype, and Test. Discuss how Design Sprints can be utilised to address specific challenges in regenerative tourism. • Empathise phase: Participants conduct research to understand the needs of a specific community or tourism challenge. This could involve reviewing case studies, conducting interviews, or analysing relevant data. The goal is to gain a deep understanding of the stakeholders involved. • Define phase: In this phase, participants synthesise their research findings into a clear problem statement. They will create "How might we" questions that will guide the ideation process. • Ideate phase: Participants brainstorm a wide range of ideas to address the problem statement. Techniques such as mind mapping or SCAMPER (Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, Reverse) are encouraged to foster creativity. • Prototype phase: Participants select the most promising ideas from the ideation phase and create simple prototypes. These could be physical models, storyboards, or digital wireframes that represent the tourism experience.



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- **Test phase:** Participants present their prototypes and gather feedback from peers or simulated stakeholders. They refine their prototypes based on this feedback, focusing on how well the solution addresses the original problem statement.

Activity 2: Storytelling

- **Introduction:** Discuss the importance of storytelling in tourism, particularly how narratives can connect tourists with the cultural and ecological heritage of a destination. Introduce storytelling frameworks, such as "The Hero's Journey," to structure narratives.
- **Gathering stories:** Participants will engage in activities to collect authentic stories from a chosen community. This could involve interviewing local community members, artisans, or environmentalists. Participants should focus on gathering stories that reflect the unique cultural and environmental aspects of the destination. Facilitate storytelling sessions (Community Story Circles.) where community members gather to share personal stories, legends, and experiences related to the local culture or environment. This requires minimal technology and can be performed in any setting, promoting inclusivity.
- **Crafting narratives:** Using the collected stories, participants will craft engaging narratives. They will use techniques like sensory details, emotional elements, and narrative arcs to make the stories vivid and relatable. The goal is to create stories that not only entertain but also educate and inspire responsible tourism behaviours.
- **Integrating stories:** Participants will explore ways to embed these stories into various aspects of the tourism offering, such as guided tours, digital content, or interactive exhibits. They will develop scripts, design brochures, or create multimedia presentations that incorporate the crafted narratives.
- **Evaluating story impact:** Discuss how to assess the effectiveness of storytelling in enhancing the tourism experience. Participants will learn to gather feedback from tourists, monitor engagement levels, and evaluate the broader economic and social impacts of storytelling on the community.

Activity 3: Service Blueprinting

- **Introduction:** Introduce the concept of service blueprinting and explain how it can be used to visualise both customer-facing and internal processes in tourism services. Discuss the importance of mapping the customer journey and identifying key touchpoints.
- **Mapping the customer journey:** Participants will work in groups to map out the customer journey for a specific tourism service. They will identify all the steps a customer takes, from initial awareness to



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	post-experience reflections, and highlight touchpoints where service interactions occur. • Identifying backstage actions and support processes: In this phase, participants will map out the internal actions and processes that support the customer journey. This includes identifying employee roles, technologies used, and internal policies that impact service delivery. • Highlighting pain points and opportunities: Participants will use their service blueprints to identify pain points in the customer journey and backstage processes. They will brainstorm solutions to these issues, focusing on incorporating sustainable and community-oriented practices. • Iterating and implementing changes: Participants will develop action plans to address the identified pain points and integrate the proposed solutions into the service blueprint. They will discuss how to pilot these changes in a controlled environment before full-scale implementation.
Completion and Debrief	Review and Reflect: Participants present their outputs from the Design Sprint, Storytelling, and Service Blueprinting activities. The group will discuss the challenges faced, the solutions developed, and the potential impact on the tourism experience. Discussion: Engage in a group discussion on how these tools can be adapted to different tourism contexts. Participants will share insights and provide feedback on each other's work.
Closing	Summary: Recap the key takeaways from the module, emphasising the importance of using these tools to create sustainable and culturally enriching tourism experiences. Networking: Encourage participants to exchange contact information and continue discussions beyond the workshop. Updates on Latest Trends in Tourism and Technology: • Host monthly or quarterly webinars featuring experts discussing recent advancements in tourism technology and regenerative practices. • Develop a monthly newsletter summarizing recent case studies, academic research, and technological innovations in regenerative tourism, ensuring stakeholders are up-to-date with the latest trends.



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Tips/ Additional activities	Field visits: Arrange a visit to a local tourism site where participants can apply the tools in a real-world setting. For example, participants could conduct a mini Design Sprint at a local heritage site to develop ideas for enhancing the visitor experience. Online resources: - o IDEO's Guide to Design Thinking: IDEO Design Thinking Guide: https://www.ideo.com - o The Moth – Storytelling Organisation: The Moth - o Service Design Tools: Service Design Tools - o StoryCorps - An initiative aimed at recording and sharing stories from everyday people, preserving human history through personal anecdotes: https://storycorps.org - o National Geographic's Storytelling for Impact - A series of free online courses offered in partnership with the National Geographic Society, focused on using photography, video, and graphics to tell compelling stories: https://education.nationalgeographic.org/resource/storytelling-for-impact-videos/ - o Digital Storytelling Platforms like Adobe Spark or Canva allow users to create engaging visual stories incorporating text, images, and videos, which can be shared online to reach a broader audience.
Group Size	
Facility/ Equipment	
Main Tasks / Procedure	
Tips	
Annexes	Worksheets: Include templates for Design Sprints, Storytelling frameworks, and Service Blueprinting exercises. Case Studies: Provide examples of successful applications of these tools in tourism. Feedback Forms: Include forms for participants to evaluate the module and suggest improvements.



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