

Course Title: Sustainable tourism through user-centered platform development – Kano method & Outdooractive

Course form	Lecture & Workshop
Study type	Undergraduate (Bachelor level)
Module responsible	Prof. Dr. Ralph Berchtenbreiter, ralph.berchtenbreiter@hm.edu
Language	English
Turnus	On request
Recommended pre-requisites	English level B2
Course description	<p>Areas of Expertise</p> <ul style="list-style-type: none"> • Sustainable tourism in the context of digital platforms • User-centered product and feature development • Application of the Kano method for needs analysis • Evaluation of existing platform features in terms of sustainability • Design of sustainability-promoting digital solutions • Practice-oriented product development with industry partners (Outdooractive) <p>Learning Outcomes</p> <ul style="list-style-type: none"> • Upon successful completion of the module, students will be able to: • Systematically analyze and prioritize user needs • Apply the Kano method to develop sustainable platform features • Evaluate digital features in terms of their contribution to sustainable tourism • Prioritize user-centered solutions for real platform environments • derive well-founded recommendations for action for the sustainable further development of a tourism platform • prepare results in a structured manner and present them professionally <p>A laptop or at least an iPad with internet access is required for the module.</p> <p>Free Pro+ subscription: Since students will be developing recommendations for the real-world platform outdooractive, emphasis will be placed on a practical and methodical approach. For this reason, students participating in this module will receive a free Pro+ subscription from the kick-off event until the end of the semester break so that they can evaluate all of the platform's features from a user perspective.</p>
Assessment type	Assignment in the form of documentation of the Kano method used, including results and recommendations for action , including all data collected
Credit hours	2

Credits	2
Literature	<p>Suggested readings:</p> <ul style="list-style-type: none">• Krug, S. (2014). Don't make me think, revisited: A common sense approach to web usability (3rd ed.), New Riders• Coghlan, A. (2019) <i>An Introduction to Sustainable Tourism</i>, Goodfellow Publishers, Chap. 3, 4, 6 & 7 <p>Platform info:</p> <ul style="list-style-type: none">• https://www.youtube.com/watch?v=ePWbaGtZLN&t=1s <p>Research team:</p> <ul style="list-style-type: none">• https://corporate.outdooractive.com/en/research/