

## **STS Marketing College - Course Outline**

### **Title of Session:**

#### **Developing an Authentic Experience**

### **Presenters:**

Cheryl Hargrove, President, The HTC Group, and faculty member for the National Trust's *Share Your Heritage* program

### **Course Description:**

Attracting visitors and repeat customers is a competitive business. Today – and tomorrow – travelers want something different, something unique. Learn how to develop an authentic experience based on your cultural, historic and natural assets to attract the desired audiences – and their spending – to your area. Understand what authenticity is, the audiences that value authentic experiences, and the community benefits from authentic tourism programs.

### **Learning Objectives:**

- Understand what authenticity is and why it is important.
- Identify the components of an authentic experience.
- Learn how to package and partner for an authentic experience.
- Recognize issues that impact the development, delivery and management of authentic experiences
- Review best practices in developing and promoting authentic experiences.

### **Method of Instruction:**

Using a case study for reference, this interactive session will explore how to develop an authentic experience from existing assets. It will also provide detailed information on customers desiring authentic experiences, using the recently released Smithsonian and National Geographic Society studies as reference.

### **Evaluation Methods:**

- Idea sharing by audience during question & answer period.