



Experiential Learning in Florence: Sustainable Tourism and Travel Psychology in Practice

by Marta Mandolini

Course details

- 🕒 One-Week course
- 💶 Starting from 480€* (cultural activities included)
- 📄 Certificate of attendance included (80% of attendance required)
- 📍 Available in Florence

* a 60 € late registration fee will be applied if you register less than 8 weeks before the course start date. All prices are VAT included or not due.

Course description

The course takes a **contemporary approach** to travel and the discovery of a new environment, introducing participants to Environmental and Tourism Psychology, Eco Psychology, Sustainable Tourism, and Experiential Travel.

The tourist experience offers the opportunity to discover beautiful places and new people, but also to discover a different image of oneself, as you can practice new schemes and roles of the self in a different environment.

The main part of the course will be experiencing Florence in a **dynamic way**, drawing on our attention, memory, perception, movement, and feelings.

From an educational point of view, participants will learn how experiencing an environment in an unusual way can be a great tool to **maintain their students' attention and motivation**, and the course will assist them in teaching history, art,



language, and culture disciplines. In addition, it will be a good reference to sustainable tourism.

From a touristic and economic point of view, participants will learn how experiential travel can be a **strong resource** to market a tourist destination and improve the general “buzz” around it. From a holistic/well-being perspective, participants will learn the positive health effects of a personal and real tourist experience.

Each lesson includes a theoretical (slides, case presentation, talk) and a practical (group exercises, personal activities) section.

Participants will be involved in an **active learning process**, focusing on personal experience and self-expression, combining cognitive and emotional elements that make the learning process easier and long-lasting.

Learning outcomes

The course will help the participants to:

- Participate in a contemporary approach to travel programming, while discovering a new environment, in order to then transmit your experience to your colleagues and students;
- Design an appropriate travel program/lessons to facilitate students’ attention, memory, perception, movement, and feelings towards new experiences, both abroad and at home;
- Discover how experiential travel can be a strong resource to integrate the objectives of your school into the right travel experience;
- Become aware of the positive effects of a personal and real tourist experience from a holistic/well-being perspective.

Tentative schedule

Day 1 - Course introduction



- Introduction to Environmental and Tourism Psychology, Eco Psychology and their relevance in our professions;
- Slides presentation, case histories, and individual practical activities;
- Icebreaker activities;
- Presentations of the participants' schools.

Day 2 - Sustainable tourism and experiential travel

- Introduction to Sustainable Tourism and Experiential Travel and their relevance in our professions;
- Slides presentation, case histories, and individual practical activities;
- Introduction to Touring your home town.

Day 3 - Experimental Florence

- Hands-on work! Let's make Experimental Florence! Discovering the city through intuitive "alternating travel" (city center, touristic districts).

Day 4 - Experimental Florence 2

- Hands-on work! Let's make Experimental Florence! Discovering the city through meeting residents and workers (typical districts, San Frediano).

Day 5 - Experimental Florence 3

- Hands-on work! Let's make Experimental Florence! Discovering an environment through Eco Psychology (Roses Garden).

Day 6 - Course closure & excursion

- Course evaluation: round-up of acquired competencies, feedback, and discussion;
- Awarding of the course Certificate of Attendance.
- Excursion and other external cultural activities.



About the provider

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