



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Laboratorio 9 - Turismo, innovazione e rigenerazione dei territori

1920-3-E1501N115

Learning objectives

Understand how to improve a tourist destination from a managerial point of view, through a development plan and with particular attention to possible innovations.

Contents

After the presentation of some examples of well organized national and European tourism destinations, the students, divided into groups or individually, will do various exercises online.

Detailed program

During the work, they will study the effective management of the activities, organizations and business systems of the Destination, and will elaborate some innovative proposals on how to improve the attractiveness, the offer and the sales.

Prerequisites

English speaking students, even if the lessons will be held in Italian.

Teaching methods

Case presentations through recorded or online lessons.

Assessment methods

During the LAB, students will do various online exercises that will be assessed and whose objectives and methods will be illustrated during the recorded lessons or online interventions.

For further explanations, write to hanelore.hofer@unimib.it

Textbooks and Reading Materials

Slides shown during lessons.
