UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Laboratory 9

2021-3-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 - asynchronous or hybrid - of some examples of well organized and less organized National and European DMOs, the students will individually carry out various online exercises, which will be discussed later TOGETHER in the context of some synchronous type appointments.

Detailed program

The students 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 sale. Above all they will learn on how to act in the tourist's perspective as modern "adprosumer" today.

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 or offline 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 hannelore.hofer@unimib.it

Textbooks and Reading Materials

Slides and videos shown during lessons.