



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Laboratory 3

2021-3-E1501N109

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#### Learning objectives

The tourism marketing mix adds a fifth 'P' to the four classics by Jerome McCarthy: 'People', the people, fundamental components of the tourist experience.

Today, in a highly competitive globalized context, it is no longer sufficient for the customer to simply remain satisfied. It is necessary to make him 'happy' in order to be truly loyal through CRM (Customer Relationship Management).

Only the interaction between natural persons makes it possible to achieve this goal and assumes a decisive importance in the world of tourism.

The awareness of the mechanisms and dynamics that regulate relations between human beings therefore constitutes a pre-condition for relating correctly and positively with customers, but also with colleagues, family members and friends

#### Contents

Knowing how to pose, the correct relationship with the customer, the first impression, gestures, words, silences, smiles, understood as expressions aware of one's professional role, will be subject to analysis and simulations that require physical presence and availability to get involved.

The laboratory will therefore focus on the analysis and in-depth analysis of the personal, relational and behavioral aspects of the professional in contact with the customer and mutual interactions

#### Detailed program

Arial;color:#333333;mso-ansi-language:EN" lang="EN">The laboratory is structured in modules that touch the aspects of interpersonal communication:

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font-family:Arial;color:#333333;mso-ansi-language:EN" lang="EN">Image

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font-family:Arial;color:#333333;mso-ansi-language:EN" lang="EN">Smile

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font-family:Arial;color:#333333;mso-ansi-language:EN" lang="EN">Empathy

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font-family:Arial;color:#333333;mso-ansi-language:EN" lang="EN">Emotional intelligence

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font-family:Arial;color:#333333;mso-ansi-language:EN" lang="EN">First impression

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font-family:Arial;color:#333333;mso-ansi-language:EN" lang="EN">Non-verbal communication (CNV)

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font-family:Arial;color:#333333;mso-ansi-language:EN" lang="EN">Elements of Neurolinguistic Programming (NLP)

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font-family:Arial;color:#333333;mso-ansi-language:EN" lang="EN">Proxemics

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font-family:Arial;color:#333333;mso-ansi-language:EN" lang="EN">Semantics, attitudes, persuasion

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font-family:Arial;color:#333333;mso-ansi-language:EN" lang="EN">Verbal communication

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font-family:Arial;color:#333333;mso-ansi-language:EN" lang="EN">Public speaking

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in the appendix:

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font-family:Arial;color:#333333;mso-ansi-language:EN" lang="EN">Complaint management

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## **Prerequisites**

Classroom presence.

Willingness to actively participate in simulations and role-playing exercises.

## **Teaching methods**

After the frontal presentation of the contents of each module through slides and videos, the debate and experiential verification follows, with individual and group tests.

## **Assessment methods**

At the end of the course each student draws up a final report which must not be a summary of the topics covered but a personal critical reflection on what has been learned and experienced.

## **Textbooks and Reading Materials**

Slides of the teacher

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