

# UNIVERSITÀ DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### **Management of Tourism Enterprises**

2021-1-F4901N102

#### Learning objectives

To know the tourism industry and its enterprises from a managerial point of view

#### Contents

- Why tourism is so important?
- Who are the players?
- What's the impact of tourism?
- Essentials of marketing applied to tourism

#### **Detailed program**

Why tourism is so important?

- What about tourism: definitions, trends, challenges
- What is a tourist product/service/experience/offer
- Key trends

Who are the players?

- Suppliers: Transportation, accomodation and hospitality services, other operators
- Intermediaries: tour operators, travel retailing, other operators
- The demand and its needs
- Operations of a tourism enterprise
- Public sector

What's the impact of tourism?

- How to measure its impact on the destination

Essentials:

- of marketing
- of destination management

#### Prerequisites

English speaking students. Classes will be given in English.

#### **Teaching methods**

In the period of Covid-19 emergency, lessons will take place online, with synchronous and asynchronous modalities.

- Case studies
- Group works

#### **Assessment methods**

Online oral exam.

#### **Textbooks and Reading Materials**

Stephen Page (2019) Tourism Management, Routledge 6th edition. The book is available also in digital version. The study of the textbook is mandatory for each type of exam.