



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, accommodation 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.
