UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Laboratory 15 - Turismo 4.0: la strategia digitale per l’ospitalità

2122-3-E1501N121

Learning objectives

Understanding the digital ecosystem for hotel hospitality, from the definition of strategy in relation with the territory and type of structure up to the practical application of latest Digital Marketing innovations aimed at increasing the online visibility.

Develop practical skills for proper manage the online distribution in order to optimize the quality of the economic contribution. Knowledge of the main tools for managing the direct, indirect and local marketing channels.

Analyse the results of activities related to direct and indirect distribution, metrics (KPIs) about SEM campaigns, SEO, Affiliation, Retargeting, incentive programs for visibility within Online Travel Agencies.

Contents

1. Italian Digital Ecosystem

Objective: digital approach overview for the Italian market with considerations on behaviour in relation to the main devices, platforms, and tools.

2. Main web levers

Objective: to know, understand, manage and plan tactical actions to optimize online visibility of the hotels, hotel chain or non-hotel accommodation.

3. Focus Local Marketing: Google My Business, Local Search and Social Media advertising

Objective: understand the potential of digital tools available to strengthen local visibility.

4. Evaluation metrics

Objective: To understand the main KPIs for the evaluation of the activities

5. Final report

Objective: apply the acquired information to define the visibility strategy and tactics.

Detailed program

The workshop, of 24 hours of lessons, is divided into 4 macro learning areas where the lessons will be developed:

1. Italian Digital Ecosystem
Objective: analysis of the Italian digital approach and considerations on behaviour in relation to the main devices, platforms and tools available.

Understanding the digital ecosystem in which we operate is of fundamental importance to analyse how the target audience behaves when exposed to ever-increasing communication messages, which now reach users exponentially during their customer journey. The digitization expressed during the emergency period has led to an increase in connecting devices, including smartphones as the main actors in the process of considering and planning future travel destinations. Social media therefore represent a main actor aimed at increasing bidirectional communication with brands that are increasingly connected with their audience. Understanding a mass of data that is becoming more and more impressive is essential for structuring strategies capable of adapting the tactical levers of distribution to changes and cross-devices that the user now faces with a "liquid-dynamic" method and approach.

2. Main web levers
Objective: to know, understand, manage and plan tactical actions to optimize online visibility

The tactical levers available represent one of the fundamental elements of online distribution to which more and more companies are dedicating economic, time and training efforts to optimize their online presence. The correct mapping of the customer journey combined with the analysis of the main digital touchpoints allows the web levers to optimize the flow of visitors to their own media and in particular their website. Representing the direct channel at all points of the customer journey is essential to convey one's values, optimize the economic flow through disintermediation processes and the correct balance between the direct and indirect channel.

Optimizing the web levers means laying the foundations for a medium and long-term strategy in which the peculiarities of the event or accommodation facility are highlighted to strengthen the relationship with the consumer.

3. Focus Local Marketing: Google My Business, Local Search and Social Media advertising
Objective: understand the potential of digital tools available to strengthen local visibility.

The incremental local searches are an important indicator of the impact on users in order to find out local attractions, hospitality and food & beverage solutions during their travels. The solutions currently available allow the hyper-localization of users with the intent to bring visitors to physical stores, hotels and restaurants through multi-platform campaigns. During the course, we will analyse with concrete cases how to optimize your local digital touchpoints and how to increase visits at local level through geo-localized campaigns.

4. Evaluation metrics
Objective: To understand the main KPIs for the evaluation of the activities

Optimizing distribution by planning your online presence is an important element for the success of events in the area which, however, need to be evaluated.

Prerequisites

90 CFU

75% presence

Teaching methods

Lessons, open discussion, final project works

Assessment methods

Group presentation
Objective: apply the acquired information to define a target visibility strategy.

The final work will consist in the group work presentation work aimed at increasing the visibility of the destination of an event or a hotel.

Textbooks and Reading Materials

- Slides shown during the lessons

- Articles on the course page

- E. Dal Negro - Customer Lifetime Value: All you need to know about it. (https://www.hedna.org/blog-customer-lifetime-value-all-you-need-to-know-about-it/)

- E. Dal Negro - "The epoch change in Tourism 4.0" - Responses Tourism (https://www.risposteturismo.it/Public/lePaginediRT/uno2020_LePaginediRT_EDalNegro.pdf)