UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Marketing For Tourism

2122-2-E1501N130

Learning objectives

The course aims to give students the tools to understand how marketing activities can transform tourist destinations in real brands and they must be managed in this respect.

Through their participation at this course, students will be able to:

Know the typical tools of marketing activities;

Know how to segment potential tourist;

Understand the importance of the tools useful to transform tourist destinations in lovemarks;

Know online and offline media used to promote a tourist destination;

Learn communication tools that allow a destination to compete properly in a complicated market such as the tourist one.

Contents

The course aims to give to students the marketing and branding basis applied to destinations.

Special attention will be dedicated to communication activities that influence the destination choice.

Detailed program

Introduction to the marketing principles

Market segmentation

Tourist product life cycle

Market research

Branding of tourist destinations

Online and offline media

Communication strategy

Advertising and Public Relations for a tourism brand

Events and their influence for city reputation

Communication styles of a tourist brand

Prerequisites

None

Teaching methods

Traditional lectures supplemented by presentation of case studies and exercises.

Assessment methods

Written examination with six open questions, based on books.

Textbooks and Reading Materials

1) Ejarque J., *Destination Marketing. La nuova frontiera della promocommercializzazione turistica*, Hoepli, Milano,

2009.

2) Gabardi E. (ed.), *Regioni e province italiane. Sette casi di comunicazione turistica*, Franco Angeli, Milano, 2011.

3)Gabardi E, Morganti V. (ed), *Musei di Milano. Lo spettacolo della cultura e della bellezza al tempo di Expo*, Franco Angeli, Milano, 2015.