UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Tourism Communications and Marketing

2122-1-F7601M005

Learning area

Learning objectives

The module aims to develop the elements of tourism in a focused perspective on its communicative structures. In particular, specific issues will be addressed in order to identify and manage the most effective communication tools for the tourism sector, through an analysis of innovations and new information technologies. Case studies will be exemplified in the classroom.

Contents

This module will introduce students to the key marketing communication issues in the tourism sector. In particular, it will be adopted the perspective of the main operators involved in this industry, namely: hotels, intermediaries, attractions, destination management bodies and non-governmental bodies. By this way it will be examined the following topics: cultural communication, integrated communication, advertising, promotion, public relations. Further the role of the internet and social media in tourism sector and their influence on marketing communication will be examined.

Detailed program

1. Positioning marketing communications for tourism and hospitality

2. Communications strategies and applications

3. The marketing communications environment

4. Consumer roles in marketing communcations

5. Marketing communications and organisational strategy

6. Segmentation, targeting and positioning

7. Marketing communication planning

8. Advertising strategies for tourism and hospitality

9. Other communcations strategies

10. Interactive and E-communications issues and strategies

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Prerequisites

None

Teaching methods

42 face-to-face hours. Traditional, interactive lessons, guest lectures and project works

Assessment methods

Oral examination on textbooks and reading materials. The mark of "Marketing e comunicazione del turismo" is the weighted average of two marks in "Marketing del turismo" and "Comunicazione del turismo".

Textbooks and Reading Materials

McCabe Scott "Marketing communications in tourism and hospitality: concepts, strategies and cases", Routledge, 2009.

Slides and other reading materials (if any) will be available online in elearning website (further contact Dott.ssa Elisa Rancati to define any program details).