UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Communication For Tourism

2122-2-F4901N106

Learning objectives

The aim of the course is to provide the main theoretical basis concerning communication processes, with a particular attention to the specificities of tourist industry.
A secondary aim, not less important, is to address the main themes of the course by integrating also the theoretical elements with the practical and technical ones useful for the design and management of communication strategies. For this reason, the course is usually held at the University's computer labs and aims to provide also the basis for a first use of some of the main graphics and multimedia software of Adobe package.

The participation in this teaching requires the registration on the course website: **https //comtour.info** where it will be possible to access to the dedicated areas for exercises, insights and study materials.

Contents

The lessons, after a first part dedicated to the fundamentals of communication processes, will focus on the technological and methodological solutions that are presently influencing the sector of tourist communication.
The introductory theoretical elements, are necessary to understand the Information and Knowledge Society. They are also essential in order to frame properly the scope and characteristics of new tourism communication approaches and apply more targeted and effective strategies, that know how to make a correct and effective use of technologies.

Trying to integrate theoretical skills with more technical ones is one of the objective of the course. The aim is to make students understand the necessary dialectic between theories, applications, strategies and methods, to allow them develop a practical approach and a critical perspective on them.

Detailed program

The didactic program will take into consideration different aspects and examples related to the world of communication and tourism. Here, in synthesis, the themes that will be addressed during the whole course:
- The basics of communication: fundamental concepts;
- Aspects and characteristics of contemporary society before and after the advent of the digital: the communication as a key tool of the Information Society;
- The subjects of tourist communication;
- Integration and disintegration: the paradoxes of the digital world in the processes of organizing and managing information and the changes that have occurred in the communication sector;
- Unconventional marketing approaches: Web 3.0 and the role of the consumer-actor;
- Methods, tools and formats for tourism communication: integrated communication plan, online and offline strategies.

Prerequisites

Basic theoretical, methodological and operational knowledge in Computer Science and Sociology.

Creative and synthetizing ability, ability to create written and oral content.

Teaching methods

Online lectures combined with laboratory activities.

Assessment methods

Exercises, work groups, written and / or oral exam.

The module provides a series of guided exercises to be carried out by accessing and registering on the dedicated website of the course **https://comtour.info**. The final exam will take account of these activities carried out by each student in the form of scores that can be cumulated on the final mark. it is also possible for the student to choose to develop a communication project to be presented orally.

Textbooks and Reading Materials

1) Favaretto, M. P., "*La strategia di comunicazione nell'era digitale",* Libreria Universitaria Edizioni, Padova (2013) OUT OF PRINT - Available in part on Google Books and through specific readings uploaded by the teacher on the course website.
[https://books.google.it/books/about/La_strategia_di_comunicazione_nell_era_d.html?id=Gc1aBAAAQBAJ&printsec=frontcover&source=kp_read_button&redir_esc=y#v=onepage&q&f=false]

2) Favaretto, M. P., "*La strategia di comunicazione nell'era postdigitale",* Libreria Universitaria Edizioni, Padova (2020)
[https://www.libreriauniversitaria.it/ebook/9788833592947/autore-maria-pia-favaretto/la-strategia-di-comunicazione-

nell-era-postdigitale-e-book.htm]

3) Gabardi, E., "*Regioni e Provincie italiane. Sette casi significativi di comunicazione turistica,* Franco Angeli, Milano 2011 [http://www.francoangeli.it/Ricerca/Scheda_libro.aspx?CodiceLibro=118.8#]

4) Boyer, M.; Viallon, P., "*La comunicazione turistica.* Armando Editore, Roma 2000 [https://books.google.it/books/about/La_comunicazione_turistica.html?hl=it&id=nl6P4QJakqQC].

Reference books to use for the final test and additional research material will be indicated during the course.