



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Management of Tourism Enterprises

2122-1-F4901N102

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#### 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**

- Classroom lessons (for any changes or specific cases, please refer to the university provisions and related communications)
- Case studies
- Group works, assignments

## **Assessment methods**

For attending students: oral exam with presentation of a project work.

For non-attending students: 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.

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