UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Laboratory 9

2223-3-E1501N115

Learning objectives

Understand how to improve a tourist destination from a managerial point of view, through a development plan and with particular attention to possible innovations.

Contents

After presenting some examples of well-organised and less organised National and European DMOs, the students will individually carry out various exercises discussed later together.

Detailed program

The students will study the effective management of the destination's activities, organizations, and business systems. They will elaborate on some innovative proposals on improving the attractiveness, the offer, and sales. Above all, they will learn how to act in the tourist's perspective as modern "adprosumer" today.

Prerequisites

English speaking students, even if the lessons will be held in Italian.

Teaching methods

Case presentations during the lessons.

Assessment methods

Attendance at the classroom laboratory is defined by the University and is compulsory.
Each student will do individually, and partly also in a group, various exercises that will "count" as well to obtain CREDITS-CFUs.
They will consist of some questions with closed answers, others open and a creative project work.
The objectives and methods will be illustrated during the lessons.

For further explanations, write to hannelore.hofer@unimib.it

Textbooks and Reading Materials

Slides, videos, podcasts, etc.

Sustainable Development Goals

GOOD HEALTH AND WELL-BEING | QUALITY EDUCATION | DECENT WORK AND ECONOMIC GROWTH | INDUSTRY, INNOVATION AND INFRASTRUCTURE | SUSTAINABLE CITIES AND COMMUNITIES | CLIMATE ACTION | PARTNERSHIPS FOR THE GOALS