UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Marketing per il Turismo

2223-2-E1501N130

Learning objectives

The course aims to provide students with the basic tools, concepts and models of marketing management applied to the hospitality and travel sector.

At the end of the course, students will be able to:
• know the main tools of marketing activities;
• know how potential tourists are segmented;
• know how online and offline media can be used to promote a tourist destination;
• understand the challenges posed by sustainable development, and which tools may be used to address them.

Contents

The course aims to provide students with the basics of marketing management applied to tourist destinations. Particular attention will be paid to topics related to sustainable development, and how they affect marketing activities.

Detailed program

• Tourism marketing
• Services in tourism marketing
• The role of marketing in strategic planning
• Segmentation, selection of target markets and positioning
• Marketing mix for the hospitality and tourism sector
• Direct marketing and online marketing

• Destination marketing
• Tourism marketing and sustainability

Prerequisites

None

Teaching methods

Face-to-face lectures supplemented by presentation and discussion of case studies.

Assessment methods

Written exam with open questions, based on the textbook and on the material available on the e-learning platform.

Textbooks and Reading Materials

Kotler Philip, John Bowen, James Makens & Seyhmus Baloglu (2021) Marketing del Turismo, 7/Ed., Pearson.

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE | SUSTAINABLE CITIES AND COMMUNITIES | RESPONSIBLE CONSUMPTION AND PRODUCTION