UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Organizzazione dell'Intermediazione

2223-2-E1501N101

Learning objectives

Knowledge and Comprehension

The course has the aim to show the great changes that occurred in the last years in the field of the tourism intermediation from the point of view of quality and quantity, fucusing in particular on the relationships between the organization, the distribution and the customer. Actual topics will be introduced regarding digital tourism distribution and the changes due to Covid19, the effects on tourism and the new relationship between tourism distribution and digital tourist in the Covid era.

Capability to apply knowledge and comprehension

The course allows students to better understand the distribution dynamics in tourism in the first 20 years of the millennium and possible future scenarios, recognizing the roles of the different players in the supply chain, the main economic and responsibility areas, with a view to better integration into the various tourist sectors and in particular of OTAs, travel agencies and tour operators.

Contents

Analysis of the dynamics and channels that regulate the tourism intermediation system between the companies that manage demand, the companies that represent supply and the end customer

Detailed program

Brief description of history of tourism and intermediation

Introduction to tourism marketing

The different distribution channels

Distinction between tour operators - travel agencies - OTAs

Definition of off-line and on-line distribution

Analysis of the main aggregation phenomena of the last twenty years

Analysis of the contracts that regulate the commercial relationships between the players in the supply chain

The tourism product: definitions and testimonials

Remunerative formulas in the sale of services and packages

Pricing: mark-up and commission

Business Travel and Leisure Travel: the travel policy and the travel contract

Analysis of the main characteristics of contracts for the sale of tourist packages

Regulations on organisation and intermediation

Commercial phenomena: Last Minute - Advance Booking - Dynamic Pricing

Tourism and intermediation in the digital era

The impact of social media on distribution strategies

The industry's reaction to the COVID pandemic 19

The effects of COVID on tourism brokerage and possible future scenarios

Prerequisites

Adequate knowledge of tourism technique and reasonable learning, writing and oral communication skills. Basic knowledge of English and of IT tools to better understand the terminology and operation of some work and sales tools

Teaching methods

Lectures in the classroom or video lessons at a distance (in case face-to-face teaching is not possible)

Language: Italian

There will be frequent guest speakers from leading companies in the industry.

Assessment methods

Computer lab examination involving a multiple-choice test based on a number of at least 25 questions + 5 open-ended questions for a total duration of 1 hour

The exam can also be verbalized by obtaining the score after the written test.

By obtaining a minimum score of 18, the student will also have the choice of optionally accessing an oral test that can confirm, increase or decrease the grade achieved during the written.

The way the exam is conducted may change (due to in-person or distance modes, for example) during the year, which will be communicated days before the test to be taken.

Textbooks and Reading Materials

The teaching material will be presented and communicated in the course of the lectures.

Sustainable Development Goals

QUALITY EDUCATION