UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Management and Marketing of Sustainable Tourism

2324-2-E1501N144

Learning objectives

The course aims to provide students with the basic tools, concepts and models of marketing management applied to the hospitality and travel industries. Specific attention will be devoted to the choices and tools that allow companies to adapt their corporate and marketing strategies so as to reach higher levels of sustainability.

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 and management activities.

Detailed program

• Tourism management and marketing: an integrated approach
• Tourism management and marketing and sustainability
• Specific features of services as opposed to goods
• 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: sustainability and ethics

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.
Documents uploaded on the e-learning platform.

Sustainable Development Goals

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