UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Communication for Tourism

2324-2-F4901N106

Learning objectives

The course aims to give students the theorical and practical tools required to make tourist destinations (nations, regions, cities) real brands and to manage properly their communication.
Through their participation at this course, students will be able to:
Understand the importance of the tools useful to transform tourist destinations in lovemarks;
Know online and offline media used to promote a tourist destination
Use of communication tools and languages that allow a destination to be compete properly in a complicated market such as the tourist one.
Understand the strategic and creative process that precede the start of a communication campaign.
Have developed analytical skills to judge the quality of messages conveyed by the media.

Contents

The course will be dedicated mostly to the activities of commercial communication that influence the touristic choice consumption.
The theoretical part will be integrated by case studies and by team work projects of touristic communication.

Detailed program

Interpersonal communication and commercial communication
The tourist brand
The professional of communication
The phases of a communication campaign
The communication strategy

Creative styles
Italian and foreign campaign to incentivize a tourist brand
Traditional and new media
Unconventional communication
The development of a communication project

Prerequisites

None

Teaching methods

Traditional lectures supplemented by presentation of case studies and exercises.

Assessment methods

Written examination with six open questions, based on books.
Attending students will realize communication projects that will be presented and discussed in the classroom. The final group work give the possibility to obtain a bonus (maximum two points) to be added to the exam grade.

Textbooks and Reading Materials

1. Sylwan A. (editor, 2022), Linguaggi della pubblicità. Ingredienti per fare comunicazione d'impresa, Bug edizioni, Mantova (chapters 4, 5, 8 not included)
2. Musso P., Olietti A. (2018), Turismo digitale. In viaggio tra i click, Franco Angeli, Milano.
3. Gabardi, E. (editor, 2011), Regioni e Provincie italiane. Sette casi significativi di comunicazione turistica, Franco Angeli, Milano.
4. Gabardi, E., Morganti V. (editors, 2015), Musei di Milano. Lo spettacolo della cultura e della bellezza al tempo di Expo, Franco Angeli, Milano.

Erasmus students can prepare a lighter program, in agreement with the teacher.
Gli student Erasmus potranno preparare un programma più leggero, prendendo accordi col docente.

Sustainable Development Goals

GOOD HEALTH AND WELL-BEING | INDUSTRY, INNOVATION AND INFRASTRUCTURE | SUSTAINABLE CITIES AND COMMUNITIES