UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Management of Tourism Enterprises

2324-1-F4901N102

Learning objectives

Students will be able to manage the economic, promotional as well as marketing aspects of organizations and bodies operating in the tourism sector, according to a tourism business ecosystem approach. Students will be able to to understand, analyse and rethink the business models of tourism enterprises, working in a complex environment, charactherised by digital and green transformation.

Contents

The course proposes an introduction to the fundamentals of tourism with a global focus, with a wide ranging global review of the principles of managing tourism. It traces the evolution and future development of the main tourism industries and the challenges facing tourism managers in this fast growing sector of the world economy, with particular attention to the contemporary issues affecting businesses such as sustainability, disruptive technology, the impact of political tensions on destination instability and safety and the post-pandemic tourism.
It also focuses on the sustainable development highlighting the challenge of climate change and future tourism growth including new debates such as Last Chance Tourism and overtourism.

Detailed program

Tourism: Its origins, growth and future
The tourism business ecosystem
Industries analysis: Incoming/Outgoing tourism; MICE tourism; Accessibility and tourism mobility; Wellness tourism; Cultural tourism; Leisure tourism; Luxury tourism
Demand and offering
Accommodation and hospitality services

Tour operating and travel retailing
Visitor attractions and events
The public sector and tourism
Sustainable tourism
Digital tourism
Post-pandemic tourism

Prerequisites

None

Teaching methods

Lectures
Case studies
Articles comment
Project work

Assessment methods

Written text
Project work*

- delivery and presentation at the end of the course
- only for the exams of June/July

Textbooks and Reading Materials

Textbook is further coming and it will be indicated at the beginning of the course
Slides
Articles on Tourism

Sustainable Development Goals

QUALITY EDUCATION