



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Organizzazione dell'Intermediazione

2425-2-E1501N101

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#### 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, focusing 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. Finally, the first concepts related to Artificial Intelligence and how it is impacting and will impact the evolution of the distribution of tourism services will be presented

Capability to apply knowledge and comprehension

The course allows students to better understand the distribution dynamics in tourism in the first 24 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

Artificial intelligence and the impact it will have on the industry

## **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**

The course consists of 28 face-to-face lectures in the following teaching modes

- 25 lectures of 2 hours each, conducted in presence mode, of which 8-10 with the presence and support of

- an external testimonial belonging to important companies in the sector;
- 3 lectures of 2 hours conducted in mixed mode in presence: dispensing and interactive entry.
- Language: Italian
- Some lectures could be conducted remotely only in case in-presence teaching is not possible.

## **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 grading methods for closed questions will provide 1 point for each correct answer - 0 points for each incorrect answer - score between 0.1 and 0.2 if you state that you do not know the answer. Open questions will have a word limit to be used and will be scored between 0 and 1 depending on the degree of correctness of the answer given.

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 | GENDER EQUALITY | DECENT WORK AND ECONOMIC GROWTH | INDUSTRY,  
INNOVATION AND INFRASTRUCTURE | REDUCED INEQUALITIES

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