



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Comunicazione per il Turismo

2425-2-F4901N106

---

#### Learning objectives

The aim of the course is to provide the theoretical and practical tools necessary to:  
Provide an understanding of the principles of contemporary communication  
Develop an effective method in research and design  
Develop practical skills in programming, designing, creating and publishing content.  
Acquire familiarity with communication trends in the web and digital environment.

#### Contents

The communication for tourism course introduces the principles of contemporary communication with a specific focus on the value narrative and the web environment. Starting from the specific fields of action of the discipline, we will define the methodology that from the analysis of needs allows us to define the strategic vision. In particular, the specificities of communication in the web environment, as a strategic and constantly evolving media, will be explored. Ethical issues and current challenges posed by AI, inclusion and gender equality, Overtourism, Open Access and copyright will be outlined. All these aspects are meant to be a stimulus for critical reflection with students.

#### Detailed program

The Spheres of Communication: Tangible and Intangible Elements  
How communication has changed: values, innovation of meaning and Agenda 2030  
Integrated communication in tourism. Target Audiences, Tools and Channels. Visual identity. Narrative identity. An integrated approach.  
Digital Communication and New Technologies: Web environment and new opportunities. Social, Social

Trend and AI impact.

Design Methodology: From needs and problem analysis to the Communication Plan. Monitoring of new trends.

Ethics and Communication: Inclusion, interculturality, gender equity.

## **Prerequisites**

None

## **Teaching methods**

The course includes exercises and group work to consolidate skills in research and design (strategy, presentation materials, content writing and design).

## **Assessment methods**

Attending students will be able to participate in exercises that will be started in the classroom and completed independently. The group paper will give the opportunity to obtain a bonus (maximum 3 points) to be added to the mark of the oral examination.

## **Textbooks and Reading Materials**

Erasmus students can prepare a lighter program, in agreement with the teacher.

## **Sustainable Development Goals**

GOOD HEALTH AND WELL-BEING | INDUSTRY, INNOVATION AND INFRASTRUCTURE | CLIMATE ACTION

---