



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Communication for Tourism

2425-2-F4901N106

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#### Learning objectives

The course aims to give students the theoretical 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 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, meeting with industry professionals and by team work projects of touristic communication.

#### Detailed program

Interpersonal communication and commercial communication

The tourist brand

The professionals of communication

The phases of a communication campaign

The communication strategy

Creative styles  
Italian and foreign campaign to promote a tourist brand  
Online and offline media used to promote a destination  
Unconventional communication  
The development of a communication project

## Prerequisites

None

## Teaching methods

The course consists of 56 hours, of which approximately 80% includes lessons with the use of slides and videos and 20% of exercises in small groups (not mandatory, but strongly recommended).

## 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 gave 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, reprinted in 2023), *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.

## Sustainable Development Goals

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

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