UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Management and Marketing of Sustainable Tourism

2526-2-E1501N144

Learning objectives

KNOWLEDGE AND UNDERSTANDING
Students will acquire an in-depth knowledge of the key concepts, models, and tools of management and marketing applied to the tourism sector, with particular attention to sustainability challenges. The course will provide an overview of marketing strategies for tourism services, market segmentation methods, positioning strategies, and the marketing mix. Specific topics such as destination marketing, online and offline communication, digital marketing, and strategies to address issues like overtourism will also be explored in depth.

APPLYING KNOWLEDGE AND UNDERSTANDING
By the end of the course, students will be able to apply the tools learned to analyze the tourism market, define marketing strategies consistent with sustainability objectives, and design communication and promotional actions using both traditional media and digital channels. They will also be able to develop positioning proposals for tourism destinations or businesses, taking into account the specific characteristics of services and the competitive context.

MAKING JUDGEMENTS
Students will develop the ability to critically analyze the marketing strategies adopted by tourism businesses and destinations, assessing their effectiveness in relation to economic, social, and environmental sustainability goals. They will be able to formulate well-reasoned evaluations of strategic choices regarding segmentation, positioning, pricing, and promotion, integrating different sources of information and analytical perspectives.

COMMUNICATION SKILLS
Students will acquire the ability to clearly and coherently present business cases and marketing proposals for the tourism sector, using appropriate technical language and supporting their arguments with data, case studies, and practical examples.

LEARNING SKILLS
By the end of the course, students will have developed the skills needed to independently continue their study of tourism marketing and management topics, even in more complex or international contexts. They will be able to use up-to-date bibliographic sources, case studies, and sector-specific analytical tools. The course also includes

self-managed activities such as video lectures and independent assignments. Students are encouraged to develop the ability to learn from multimedia teaching materials and practical experimentation.

Contents

The course aims to provide students with the basics of marketing management applied to tourist destinations. Particular attention will be paid to topics related to sustainable development, and how they affect marketing and management activities.

Detailed program

• Tourism management and marketing: an integrated approach
• Tourism management and marketing and sustainability
• Specific features of services as opposed to goods
• The role of marketing in strategic planning
• Segmentation, selection of target markets and positioning
• Marketing mix for the hospitality and tourism sector
• Direct marketing and online marketing
• Destination marketing: sustainability and ethics

Prerequisites

None

Teaching methods

The course consists of 49 hours, of which approximately 65% with classroom teaching (frontal lessons with use of slides) and 35% with interactive teaching (discussion of case studies, exercises, presentation of group projects).

Assessment methods

Learning will be assessed through an individual written test, consisting of two open questions and ten multiple choice questions. The test aims to ascertain the level of knowledge and understanding of the topics covered in the course, the ability to apply theoretical concepts to practical contexts, and the development of critical thinking with respect to the main marketing and management strategies of sustainable tourism. The questions will be based on the contents of the textbook and on the in-depth material available on the e-learning platform.
There is also the possibility of obtaining a bonus of 2 additional points on the final exam grade through participation in a group project (maximum 3 participants), on a topic of your choice agreed with the teacher by the end of April. The project will be presented in the classroom during the last lesson, or in one of the last scheduled lessons, according to the course calendar.

There is no differentiated exam program for attending and non-attending students.

Textbooks and Reading Materials

Kotler Philip, John Bowen, James Makens & Seyhmus Baloglu (2021) Marketing del Turismo, 7/Ed., Pearson.
Documents uploaded on the e-learning platform.

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE | SUSTAINABLE CITIES AND COMMUNITIES | RESPONSIBLE CONSUMPTION AND PRODUCTION