UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Communication for Tourism

2526-2-F4901N106

Learning objectives

Knowledge and understanding. Acquire a solid understanding of the value-based, relational, and ethical principles that characterize contemporary communication, with particular focus on the digital dimension and the web environment.
Applying knowledge and understanding. Apply the acquired theoretical knowledge to analyze communication needs, design communication plans based on scenario analysis, and create digital and multimodal content aligned with specific objectives.
Making judgements. Develop the ability to critically evaluate the challenges and ethical implications of digital communication, including those related to Artificial Intelligence, Overtourism, Open Access, and Copyright.
Communication skills. Enhance written, oral, and multimedia communication skills through the development and presentation of content designed for different target audiences and channels, with attention to narrative and visual coherence.
Learning skills. Promote an autonomous and flexible learning approach, useful for monitoring emerging communication trends, updating professional skills, and adapting to evolving contexts.

Contents

The Communication for Tourism course introduces the principles of contemporary communication, with a specific focus on value-driven narratives and design within the Web environment. Beginning with a definition of the key areas of communication, the course explores methodologies that, starting from scenario analysis, lead to the development of a comprehensive communication plan. Particular attention will be given to the characteristics of communication in the Web environment, as a strategic and constantly evolving medium. Ethical issues and current challenges—such as those posed by Artificial Intelligence, Overtourism, Open Access, and Copyright—will also be addressed. These topics aim to stimulate critical reflection on the discipline.

Detailed program

The three key action areas of a communication plan: internal communication, external communication, and dissemination.
How communication has evolved: focus on value-driven and relationship-based approaches, the concept of "innovation of meaning," and the 2030 Agenda target as a guiding framework.
Communication in the Web environment: what are the specific features and what impact on hypertext and multichannel design. Focus on Information Architecture, Content Management System, Social Trend.
Design methodology: from scenario analysis to the development of a communication plan.
Integrated communication: defining objectives, target audiences, tools, and channels; establishing visual and narrative identity.
Monitoring emerging trends, including Open Access, Interoperability and Artificial Intelligence.
Ethics and communication.

Prerequisites

No prerequisites

Teaching methods

The course is held in Italian, for a total of 56 hours. The course consists of face-to-face lectures (DE Didattica erogativa) for a total of 36h, supplemented by practical exercises and group work (DI Didattica interattiva) for a total of 20h.

The exercises aim to consolidate skills in writing, multimedia and multimodal content design, and mapping and analysing communication tools and channels.

Assessment methods

The assessment of learning will take the form of an oral test consisting of an individual presentation of the exercises, accompanied by a critical reflection on the tools and strategies adopted. The assessment will also take into account the ability to present theoretical content.

Textbooks and Reading Materials

Textbooks

Berners-Lee, T., & Fischetti, M. (2001). L’architettura del nuovo Web: dall’inventore della rete il progetto di una comunicazione democratica, interattiva e intercreativa. Milano: Feltrinelli.

Ducci, G. (2017). Relazionalità consapevole. La comunicazione pubblica nella società connessa. Milano: Franco Angeli.

Caroli, M. G. (2003). Il marketing territoriale. Milano: Franco Angeli.

Orlandi, S. D. (2023). Comunicare i valori. Il ruolo della comunicazione nel raggiungimento degli obiettivi culturali, in Cantiere Città. Potenziare le competenze per una città culturale sostenibile. Fondazione Scuola dei beni e delle attività culturali.

Orlandi, S. D., Calandra, G., Ferrara, V., Marras, A. M., Radice, S. (2019). Web Strategy Museale. Monitorare e progettare la comunicazione culturale nel web. Milano: ICOM Italia.

Verganti, R. (2018). Overcrowded. Il manifesto di un nuovo modo di guardare all'innovazione. Milano: Hoepli.

Tufte, T., & Mefalopulos, P. (2009). Participatory Communication: A Practical Guide. Washington, D.C.: The World Bank.

Sustainable Development Goals

QUALITY EDUCATION | INDUSTRY, INNOVATION AND INFRASTRUCTURE | SUSTAINABLE CITIES AND COMMUNITIES