UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Laboratorio 9 - Turismo, innovazione e rigenerazione dei territori

2627-3-E1501N115

Learning objectives

Understand how to improve a tourist destination from a managerial point of view, through a development plan and with particular attention to possible innovations.

Contents

After presenting some examples of well-organised and less organised National and European DMOs, the students will individually carry out various exercises discussed later together.

Detailed program

Students will study the effective management of destination activities, organizations and business systems. They will develop some innovative proposals to improve attractiveness, offer and sales. Above all, they will learn how to act in the perspective of the tourist as a modern "adprosumer" today.

Prerequisites

English speaking students, even if the lessons will be held in Italian.

Teaching methods

Presentation of case studies in the classroom.

Assessment methods

Attendance at the classroom laboratory is defined by the University and is compulsory.
Each student will do individually, and partly also in a group, various exercises.
They will consist of some questions with closed answers, others open and a creative project work.
The objectives and methods will be illustrated during the lessons.

For further explanations, write to hannelore.hofer@unimib.it or WhatsAppMessage Mobile +39 3482630039

Textbooks and Reading Materials

The reference texts will be defined by the assigned teacher.

Sustainable Development Goals

GOOD HEALTH AND WELL-BEING | QUALITY EDUCATION | GENDER EQUALITY | AFFORDABLE AND CLEAN ENERGY | DECENT WORK AND ECONOMIC GROWTH | INDUSTRY, INNOVATION AND INFRASTRUCTURE | SUSTAINABLE CITIES AND COMMUNITIES | RESPONSIBLE CONSUMPTION AND PRODUCTION | CLIMATE ACTION | PEACE, JUSTICE AND STRONG INSTITUTIONS | PARTNERSHIPS FOR THE GOALS