UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

# COURSE SYLLABUS

# Tourism Communications and Marketing

**2627-1-F7602M003**

## Learning area

Tourism marketing
Tourism maketing communication

## Learning objectives

Modules aim to develop the main elements of marketing management in tourism. Case studies will be exemplified in the classroom.

## Contents

Modules will introduce students to the key marketing communication issues in the tourism sector. In particular, it will be adopted the perspective of the main operators involved in this industry, namely: hotels, intermediaries, attractions, destination management bodies and non-governmental bodies. By this way it will be examined the following topics: cultural communication, integrated communication, advertising, promotion, public relations. Further the role of the internet and social media in tourism sector and their influence on marketing communication will be examined.

## Detailed program

1. Tourism marketing

2. Services in tourism marketing
3. Marketing planning in tourism
4. Marketing environment in tourism
5. Marketing research in tourism
6. Consumer behaviour in tourism marketing
7. Segmentation, targeting and positioning
8. Product and brand management in tourism marketing
9. Pricing in tourism marketing
10. Trade marketing
11. Communication and promotion mix in tourism marketing
12. Direct and digital marketing
13. Social media marketing in tourism
14. Destination marketing
15. Marketing plan in tourism

1. Positioning marketing communications for tourism and hospitality
2. Communications strategies and applications
3. The marketing communications environment
4. Consumer roles in marketing communcations
5. Marketing communications and organisational strategy
6. Segmentation, targeting and positioning
7. Marketing communication planning
8. Advertising strategies for tourism and hospitality
9. Other communcations strategies
10. Interactive and E-communications issues and strategies

## Prerequisites

None

## Teaching methods

42 face-to-face hours. Traditional, interactive lessons, guest lectures and project works

## Assessment methods

Oral examination on textbooks and reading materials. The mark of "Marketing e comunicazione del turismo" is the weighted average of two marks in "Marketing del turismo" and "Comunicazione del turismo".

## Textbooks and Reading Materials

George Richard, "Marketing tourism and hospitality. Concepts and cases. Second edition", Palgrave Macmillan Cham, London, 2025, ISBN 9783031659829, ISBN 9783031659836.

McCabe Scott "Marketing communications in tourism and hospitality: concepts, strategies and cases", Routledge, 2009.

Slides and other reading materials (if any) will be available online in elearning website (further contact Dott.ssa Elisa Rancati to define any program details).

## Sustainable Development Goals

GOOD HEALTH AND WELL-BEING