UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Tourism Marketing

2627-1-F7602M003-F7602M003-1

Learning area

Tourism marketing management

Learning objectives

The module aims to develop the main elements of marketing management in tourism. Case studies will be exemplified in the classroom.

Contents

This module will introduce students to the key marketing management 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: marketing research, consumer behaviour, pricing, trade marketing. Further the role of the environment in tourism sector and their influence on marketing management 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

Prerequisites

None

Teaching methods

42 face-to-face hours in Italian language. 21 lessons in delivery mode.
Traditional, interactive lessons, guest lectures and project works

Assessment methods

Oral examination on textbooks and reading materials to check knowledge of learning objectives. 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 (Softcover ISBN 9783031659829, eBook ISBN 9783031659836).

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