

MARKETING DEL TURISMO

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2nd semester

Training objectives of the course

Starting from the analysis of the peculiarities of tourism demand and supply, the course aims to deepen the applications of strategic and operative marketing to tourism companies (with particular reference to hospitality businesses and tour operators) and destinations.

Knowledge and understanding skills

The course aims to transfer the knowledge and skills to plan, manage and evaluate the marketing management processes of tourism businesses and destinations. At the end of the course, the student will have acquired knowledge of the founding principles, the main marketing tools and techniques available to tourism businesses and destinations to compete in the new scenario of tourism. Particular attention will be paid to the analysis of the Italian context in the international landscape.

Application skills

Through the use of examples, practical cases and company testimonies, the student at the end of the course will be able to analyze and interpret the main problems and critical issues inherent to the different articulations of the marketing process of tourism companies and destinations.

Autonomy of judgement

The course aims to develop a critical judgement of marketing stimuli; students should be able to identify marketing objectives, the most appropriate strategies for their achievement and, finally, the operational declinations of the same, ensuring the consistency of all phases of the marketing management process.

Communication skills

At the end of the course, the student will acquire the ability to expose the contents of the discipline being studied through the correct use of the technical terms in the classroom (also in comparison with the professionals of the tourism sector who will intervene) and, finally, during the oral interview.

Ability to learn

Through the use of numerous examples, case histories and testimonies, students will be able to study independently, using personal examples that demonstrate the assimilation of in-depth theoretical concepts in the classroom.

Prerequisites

No prerequisites are required. However, a good basic knowledge of the principles of Management could be useful for a better understanding of the topics.

Syllabus

Tourism and marketing

The tourism supply: businesses and destinations

The tourism demand: classifications and trends

Tourism marketing (only for non-attendants)

Marketing analysis

The marketing environment

Information systems and marketing research

Purchasing behaviour in consumer markets and organisations

The creation of the offer value

Segmentation, choice of target markets and positioning

Definition and development of the supply system

Brand and product management
Pricing
Distribution channels
Communication and promotional mix
Direct marketing and digital marketing
Word of mouth, social media and customer reviews

Destination marketing

The Tourism Marketing Course includes face-to-face lectures, seminars by managers and case studies.

The lessons are held in Italian.

Attendance is recommended, but not mandatory.

IMPORTANT: For organizational reasons, students interested in attending the course must register in the online form published in the web repository of the course within the first three days of the course.

Presences will be collected during the course. Those who attend 75% of the lessons with signatures are considered as attending; the list of attending students will be available in the web repository at the end of the lessons.

Exam

The Tourism Marketing exam (6 CFU) aims to ascertain the possession of the theoretical knowledge transmitted during the course and the ability of critical analysis developed by the students.

In particular, the exam consists of an oral interview during which will be evaluated, in addition to the knowledge of theoretical aspects, the appropriate use of technical terms and the ability to interpret marketing stimuli critically through cases and examples.

Texts

The programme of the Tourism Marketing course (6 CFU) includes the study of the following materials:

- KOTLER P., BOWEN J.T., MAKENS J.C., BALOGU S. (2018), Tourism Marketing, 7th edition, Pearson Italy, with the exception of chapter 15.
- Handouts by the Professor made available during the lessons in the web repository of the course.

Attending and Erasmus students are exempted from the study of chapters 1 (Introduction: tourism marketing) and 3 (Role of marketing in strategic planning).