# Communicating Tourism (with Personal Branding and Social Media Workshop)

## Prof. Massimo Locatelli, Prof. Furio Reggente ; dr Morteo Marzia

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to explore the role played by communication in the promotion of tourism and, in particular, the key tools used public and multimedia communication. It will be divided into two modules: the first one will be based on a historical and methodological perspective, while the second one will carry out an in-depth analysis of the tools used to plan contemporary communication in the field of tourism. The course will also include a Workshop focused on tourism promotion through social media. At the end of the course, students will be able to identify, define, and manage the tools for the creation of a communication plan for small-sized enterprises and local authorities.

***COURSE CONTENT***

* 1. **Module 1: Prof. Massimo Locatelli**

The course – characterised by a historical and methodological perspective – will be based on three fundamental elements: a) introduction of the cultural history of audiovisual media, with a focus on the strong relationship between contemporary tourism and the media industry (origins and diffusion of festivals, rise of contemporary media events, the concept of amateur films and videos as tourism consumption models – from Pathé Baby to the smartphone – the so-called ‘historical cinetourism’ and its transformation into location branding); b) presentation of the different codes and forms of audiovisual language, in order to analyse media communication products; c) explanation of the logics underlying the audiovisual media industry, from production to distribution.

* 1. **Module 2:Prof. Furio Reggente**

The course will be focused on the promotion of specific tourist destinations through a wide variety of communication channels, both offline (e.g. advertising, press service, events, cinetourism, fairs, conventions, public relations, etc.) and online (e.g. websites, web advertising campaigns, social networks like Facebook, Instagram, and LinkedIn, etc.). During the course, students will have the opportunity to reflect upon the fact that communication should be based on goals and strategies that take into account the needs of a specific destination and its target-group; in addition, communication should be able to translate the peculiarities of a territory into a strong, positive, and recognisable image.

* 1. **Workshop: Dr Marzia Morteo**

The course will illustrate the forms of expression and rules at the basis of online communication in different fields (from personal branding to product placement). In particular, during the course, students will have the opportunity to use Canva, an online platform for the creation of different graphic material (e.g. posters, *dépliants*, leaflets, collages, social graphics, infographics, etc.) while working on a case study for the promotion of a tourist destination.

***READING LIST***

* 1. I modulo

Kristin Thompson, David Bordwell, *Storia del cinema. Un'introduzione*, 5. edizione, McGraw-Hill 2018.

John Urry, *Lo sguardo del turista. Il tempo libero e il viaggio nelle società contemporanee*, Seam 1995.

Appunti e materiali del corso disponibili sulla piattaforma Blackboard.

* 1. II modulo

M. Cucco, G. Richieri, *Il mercato delle location cinematografiche*, Marsilio Editore (Cap. 3, 5).

G. Peroni, *Fondamenti di marketing turistico territoriale*, Franco Angeli (Cap. 4, 5, 6, 15, 16, e 17).

***TEACHING METHOD***

The general part of the course (module 1 + introduction to module 2) will be based on frontal lectures. The single-subject part of the course (module 2), instead, will be characterised by meetings with experts and seminars based on the analysis of communication plans (advanced lessons). Finally, the workshop will be focused on the development of a group project work.

***ASSESSMENT METHOD AND CRITERIA***

* 1. Module 1

Blackboard-based test, focused on the key historical and methodological topics explained during the first part of the course.

It will determine 50% of the final mark (15 points).

* 1. Module 2

Oral exam, aimed to assess students’ ability to place a specific case study in the right communication context, using a rigorous critical approach. It will determine 50% of the final mark (15 points).

Workshop

The workshop will be based on practical activities – to be carried out in group and/or individually – aimed to assess knowledge of the tools presented during the course, and ability to work with a high degree of autonomy. At the end of the workshop, there will be no official mark. However, in order to pass the final exam, students must be approved also by Dr Morteo.

***NOTES AND PREREQUISITES***

There are no prerequisites for attending the course. However, students should show a certain curiosity towards the study of media and communication tools.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.