# Marketing and Communication in Tourism Enterprises (with a Workshop on Entrepreneurship)

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

**Course aims**

The aim of the course is to explore the fundamentals of marketing that characterise the services sector and, more particularly, the tourism sector; and to analyse the specific features linked to the management of relations with the market by the actors who operate it. To this end, models and instruments of tourism marketing will be presented; these will then be used for the production, within the Entrepreneurship Workshop, of a marketing plan for developing and launching a new entrepreneurial initiative in the tourism sector.

**Intended learning outcomes**

*Knowledge and understanding*

By the end of the course, students will:

* be able to understand the specific features linked to managing a service compared to those inherent to managing a tangible asset;
* know the variables that are critical to the marketing and communication choices of companies operating in the tourism sector;
* be able to define guidelines for more effective and efficient use of marketing mix levers in a rapidly changing environment.

*Ability to apply knowledge and understanding*

Students will be able to:

* analyse industry-specific dynamics and define opportunities and threats;
* trace the customer journey of consumers/tourists;
* identify the elements characterising the customer experience of a tourist product;
* analyse the supply system of a tourist enterprise using certain models and frameworks and identify areas of improvement;
* identify the building blocks of a brand and manage brand management processes;
* determine the procedures for fixing the price of a tourist product;
* analyse distribution channel alternatives from a multichannel perspective and choose the most functional mix for the objectives of a tourist company;
* devise a marketing plan for developing and launching a tourism service.

*Independence of judgement*

Students will be able to use the acquired knowledge both on a conceptual and operational level, with independence of judgement and skill in the various contexts of application. In particular, they will be able to analyse the tourism market in order to identify and understand the developing trends and prepare adequate responses at the level of supply.

*Communication skills*

Students will acquire the technical language typical of the discipline to communicate clearly and unambiguously with specialists and non-specialists alike.

*Ability to learn*

Students will develop appropriate critical learning skills that will allow them to continue to independently study the main subjects of the discipline both throughout their continuing university career and their future professional lives.

***COURSE CONTENT***

- Introduction: tourism marketing and its current challenges

- The characteristics of service marketing and the managerial implications for tourism companies

- The structure of a marketing plan for tourism companies

- Analysis of the environment in the tourism sector for identifying strategic opportunities

- Information management as a key factor in managing the relationship with the market

- The customer journey in the processes of selecting and purchasing tourist services

- Segmentation, choice of target market and strategic positioning

- Design and management of tourist products

- Physical support and servicescape

- Brand management for tourism companies

- Strategies and techniques for pricing

- Decisions relating to the distribution channels of tourism products

- Promotional mix options and methods for determining the communication budget.

***READING LIST***

Kotler P., Bowen J.T., Makens J.C., Baloglu S. (2018). *Tourism marketing,* Pearson Italia, Turin.

Lecture slides and additional materials will be made available after lectures on the Blackboard platform.

***TEACHING METHOD***

The course will be delivered by means of interactive lectures, the analysis and discussion of case studies, practical classes and testimonials from industry professionals. Students will also complete a group project: setting up a start-up in the tourism sector. This activity will take place during the Entrepreneurship Workshop under the guidance of the lecturer.

***ASSESSMENT METHOD AND CRITERIA***

Students will be assessed individually by means of an oral exam on the contents of the syllabus, designed to evaluate their knowledge of the marketing principles, models and tools applied to tourism companies. In order to verify the ability to apply the various tools, models and methods learned, students will also present the entrepreneurial idea that they developed during the workshop. During this presentation, the processes, principles and tools that led to the development of the entrepreneurial idea will be explored.

***NOTES AND PREREQUISITES***

Blackboard will serve as the course’s learning and operative support platform, where all specific references and details can be found. Students are therefore encouraged to regularly review the materials loaded on the platform.

The course has no specific prerequisites. We recommend active participation in the practical class activities and group tasks as a chance to put the theoretical content of the course texts into practice.

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.