# International Communication on the Territory

## Prof. Maria Paola Pasini

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

In our globalised world, the success of a tourist destination is closely connected to an effective communication. In a context of growing competition, it is necessary to develop skills and strategies that can draw attention to the peculiarities and qualities of a specific destination. The knowledge, identification, promotion, and communication about a place – made with both traditional and ICT tools – has become fundamental to launch unique tourist offers and attract national and international visitors. All the more so in an era like ours characterised by serious international turbulence that is reshaping the maps and the methods of global travel.

The promotion of the territory requires a new approach, based on strategies that can enhance the geographical, historical, artistic, panoramic, and enogastronomic peculiarities of a destination. The course aims to provide students with the key tools and skills they need to design and implement communication projects of this type.

*Knowledge and understanding*

At the end of the course, students will be able to develop the skills they need to promote a specific destination through an adequate communication. In addition, they will be able to define the key concepts of territorial marketing and offline/online communication.

*Ability to apply knowledge and understanding*

At the end of the course, students will be able to put into practice in real-life situations the skills they have acquired during the course. In particular, starting from their knowledge of the peculiarities of a specific destination, they will be asked to carry out critical analysis, develop different contents, communicate using the most appropriate channels, and address specific targets, using storytelling methodologies. In addition, at the end of the course, they will be able to identify the key elements of place branding and communication through traditional and innovative media. Furthermore, they will be able to understand and try brand personality and web reputation practices and apply them to a specific destination. Knowledge of different experiences will help students develop their independent judgment skills at the work place, identify the most appropriate solutions and the best practices in the field of communication about the territory, and use appropriate terminology.

***COURSE CONTENT***

1. Introduction. Definitions. Terminology
2. An introduction to the history of tourism communication about the territory
3. Sources, data, case studies, and new technologies applied to communication in the field of international tourism
4. Design and implementation of a communication plan about the territory
5. Communication strategies for tourism in the post-modern and AI era

***READING LIST***

Textbooks of reference for the general part of the course:

1. J. Ejarque, *Social media marketing. Come costruire il marketing 2.0 e gestire la reputazione della destinazione*, Hoepli, Milan 2015.
2. *Annali del turismo*, anno IX, 2020, Edizioni Geoprogress, Novara 2020. Avaible online: <http://www.geoprogress.eu/annali-del-turismo-2020/?doing_wp_cron=1654247189.4607419967651367187500>
3. Further teaching material (e.g. press articles and texts) will be made available in class.
4. Students are invited to check the lecturer’s webpage and Blackboard on a regular basis, in order to receive important communications and further teaching material.

***TEACHING METHOD***

Frontal lectures (30 hours) based both on the theory and the practical study of real-life experiences. In addition, students will have the opportunity to meet experts and join guided visits on the field. The teaching material will include course packs, pictures, and audio-visual documents.

***ASSESSMENT METHOD AND CRITERIA***

Oral exam, aimed to assess development of reasoning skills, knowledge of course content, and use of appropriate terminology. Furthermore, during lectures, students will be invited to carry out individual and group activities which will contribute to the oral assessment. There will also be ten hours of practical classes. Students may be awarded up to three additional marks (added to the final mark) for their work during the practical classes.

***NOTES AND PREREQUISITES***

There are no prerequisites for attending the course. However, students should show a certain curiosity towards the subject, and be ready to carry out – also individually – an in depth analysis of the topics explained in class.

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.