# International Business Communication via the New Media

## Prof. Paolo Carelli

COURSE AIMS AND INTENDED LEARNING OUTCOMES

The course aims to address the transformations and purposes of tourism communication in the contemporary global scenario, with particular reference to the strategic role assumed by audio-visual and digital media.

By combining a historical and theoretical perspective with the concrete analysis of several significant case studies, the factors, strategies and communication techniques of the various stakeholders and subjects contributing at various levels to the redefinition of the tourism sector will be explored in depth; specific attention will be paid to the new communication forms and languages used to convey enticing messages for tourist destinations on an international scale (social media, streaming platforms, influencer marketing, podcasts, etc.)

Knowledge and understanding

At the end of the course, students will know and understand the dynamics that characterise the actions and relationships between the different players in the sector, the main communication and promotion strategies, and the models of territorial narration and representation embodied in the different media.

Ability to apply knowledge and understanding

At the end of the course, students will be able to use the most effective analytical tools to interpret and measure a territorial tourism promotion and communication through the media, and recognise and develop a communication strategy based on set objectives.

COURSE CONTENT

The course will be structured around several key concepts that define the most recent developments in the relationship between communication, media and tourism, also in light of the objectives of environmental, social and economic sustainability: destination branding, transmedia tourism, imaginative heritage, etc. The cases presented will focus on the communication dynamics as well as the repercussions on tourism and the development of public policies for the promotion and enhancement of places.

READING LIST

CeRTA – Centro di ricerca sulla televisione e gli audiovisivi (in collaborazione con Cattolicaper il Turismo e Publitalia ’80), *Comunicazione, Media e Turismo*, research report (three years 2021; 2022; 2023). A summary of the research will be made available by the lecturer.

Paolo Carelli – Maria Paola Pasini (Eds.), *Green Italy* (provisional title), Vita e pensiero (2023, forthcoming publication).

UNWTO (United Nations World Tourism Organization), *Cultural Affinity and Screen Tourism. The case of Internet Entertainment Services*, [Cultural Affinity and Screen Tourism – The Case of Internet Entertainment Services (ministeroturismo.gov.it)](https://www.ministeroturismo.gov.it/wp-content/uploads/2021/10/NETFLIX-AND-WTO-ON-SCREEN-TOURISM.pdf)

Full bibliographical information will be provided during the course.

TEACHING METHOD

The course includes lectures, the analysis of cases and testimonials from professionals representing the different areas within which the communication and tourism relationship is structured. Attendance is therefore strongly recommended. Lecture notes and additional in-depth materials will be provided by the lecturer during the course and made available to students on the Blackboard platform.

ASSESSMENT METHOD AND CRITERIA

The final oral exam is aimed at assessing the knowledge and skills acquired during the course, through a minimum of 3 questions. In particular, the student's basic knowledge of the topics covered during the course, their ability to interpret and connect the different concepts learned, and their use of the appropriate scientific and professional lexicon will be assessed. Students will be given the opportunity to carry out a project on a specific course topic, to be agreed with the lecturer; the project will be worth 50% of the final assessment.

NOTES AND PREREQUISITES

There are no particular course prerequisites. It assumes an interest and curiosity in the world of media and communication as applied to the tourism sector, and in marketing and territorial promotion activities.

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.