# International Promotion and Enhancement of the Territory

## Prof. Stefano Karadjov, Prof. Maria Paola Pasini

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

**Course aims**

The course aims to introduce the key cultural and operational tools for the management, promotion and development of tourism in a specific territory, destination, or protected location (e.g., cultural heritage, museums, itineraries, institutions, etc.), with a focus on the strategic and regulatory scenario in which the different organisations, structures, and professionals of tourism interact.

The continuous transformations that affect our society require a constant redefinition and updating of traditional strategies for the promotion and enhancement of territories. The course aims to develop students' ability to orientate themselves in an increasingly digital design environment that must not be separated, however, from a physical and material approach to the enjoyment of the real tourist experience.

**Intended learning outcomes**

*Knowledge and understanding*

By the end of the course, students must have acquired and consolidated the knowledge necessary to navigate the field of promoting and enhancing an area and a tourist destination, taking regulatory aspects and cultural historical values into account.

*Ability to apply knowledge and understanding*

At the end of the course, students will be able to create new strategies for the development of tourism in a specific territory or destination, designing plans and customised projects aimed to exploit, in the best way possible, the traditional and innovative tools offered by communication. In addition, they will be able to use their newly acquired skills in the field of territorial design in order to create, organise, sell, and communicate about different products related to a specific territory. Finally, they will be able to use appropriate terminology.

***COURSE CONTENT***

The course will be divided into two different parts (semester 1 and 2):

**The first part of the course** (Semester 1, Prof. Maria Paola Pasini) aims to:

1. Introduce some key concepts related to communication and the development of tourism in a specific territory or destination
2. Explore the key steps in the history of the organisation and the regulation of national and international tourism
3. Outline different national and international experiences regarding tools, methods and strategies for enhancing a territory, a destination or a district for tourism, including through experience in the field.

**The second part of the course** (Semester 2, Prof. Stefano Karadjov) aims to:

1. Create a customised profile for a cultural destination, using a methodology based on the analysis of the key values of a territory and tourist expectations
2. ‘Design’ new initiatives for the cultural promotion of a destination through the creation of a strategic plan for a cultural institution, aimed to develop a territorial platform like the *Fondazione Brescia Musei*
3. Create an operational plan aimed to apply the strategy mentioned above, based on customised projects like events, communication activities, traditional and digital publishing.

***READING LIST***

*Textbooks of reference for semester 1 and 2:*

1. J. Ejarque, *Social media marketing. Come costruire il marketing 2.0 e gestire la reputazione della destinazione*, Hoepli, Milan 2015.
2. Further teaching material provided in class and on Blackboard o attraverso dispense.

*Recommended readings (optional)*

1. C. Barbati et al., *Diritto del patrimonio culturale*, il Mulino, Bologna 2017.
2. P. Battilani, *Vacanze di pochi, vacanze di tutti*, il Mulino, Bologna 2009.

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 (60 hours in total) characterised by theoretical/methodological explanations and practical activities based on case studies. In addition, students will have the opportunity to meet experts and join guided tours on site. The teaching material will include also course packs, images, and audio-visual documentation.

***ASSESSMENT METHOD AND CRITERIA***

1. The final mark will result from the average between semester 1 and 2. Students will be assessed on their knowledge of the topics explained during the course.
2. During semester 1 and 2, all students (regardless of class attendance) will be asked to submit to the lecturer papers and other assignments, to be carried out individually or in group. Their mark will be expressed in thirtieths, and it will contribute to the definition of the final mark for the semester (50%). In addition, students will be asked to take an oral test that will determine the remaining 50% of the final mark for the semester. This assessment method applies to both semester 1 and 2.
3. Assessment criteria for the papers: ability to carry out an in-depth analysis and reinterpret, from a critical perspective, the content of the paper; clarity of presentation. Assessment criteria for the oral exams: accuracy of answers; ability to reinterpret, from a personal perspective, the topics under analysis; ability to make examples and find connections between different concepts; clarity of the oral presentation.
4. At the end of semester 1, the exam (paper + oral exam) will be held by Prof. Pasini. At the end of semester 2, instead, the exam (paper + oral exam) will be held by Prof. Karadjov. In order to take the exam on semester 2 with Prof. Karadjov, students will have to pass the exam on semester 1 with Prof. Pasini. Both marks will be expressed in thirtieths. As already mentioned above, the final mark will result from the average between the two semesters. (Example: during semester 1, student T. obtains 26/30 in the paper presentation and 28/30 in the oral exam with Prof. Pasini; the average – referring to semester 1 – will be 27/30. Then, during semester 2, the same obtains 30/30 in the paper presentation and 28/30 in the oral exam with Prof. Karadjov; the average – referring to semester 2 – will be 29/30. Therefore, the final mark will be 28/30).

***NOTES AND PREREQUISITESI***

There are no prerequisites for attending the course. However, students should show a certain curiosity towards the subject and 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.