

# Place marketing and destination marketing

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## Course aims

The course aims to provide the main content related to the tourism phenomenon. It outlines the importance of tourism within territorial development policies and the interaction between public and private actors, in order to understand the dynamics linked to medium- and long-term competitiveness. Particular emphasis is placed on destination marketing tools, statistical data collection, and the analysis of tourism demand, to encourage accurate data interpretation and the formulation of potential strategic actions to guide the tourism offer.

Extensive use of real-world cases and practical examples allows for a rigorous yet accessible exploration of the key themes in destination marketing and destination management.

## Course contents

Starting from the historical evolution of tourism, the course analyses related social, economic, sustainability, and development issues. The concept of territory as a tourist destination, destination marketing, and destination management are key aspects that will be addressed throughout the entire course.

The 9-ECTS course consists of 54 hours of teaching in the second semester of the third year and includes the following topics:

- Tourism from a sustainable development perspective;
- The territory as a tourist destination;
- Destination management, territorial governance, and the relationship between stakeholders;
- Local development and tourism;
- Analysis of the destination's tourism demand;
- Destination marketing with a focus on web presence strategies and film-induced tourism;
- Service management and management of tourism services;
- Data collection and analysis of tourism demand and offer strategies.

Exercises and projects related to the tourism market and demand analysis will be proposed.

## Exam

Oral exam. A detailed description of the exam structure and evaluation criteria will be provided during the course.

## Bibliography

- Lecture notes. Slides and any additional material used during lectures.
- Textbook: Martini Umberto (ed.), *Management e marketing delle destinazioni turistiche territoriali. Metodi, approcci e strumenti*, McGraw-Hill Education, 2017.
- Further bibliographic references will be provided during the course.