



COURSE DESCRIPTION STRATEGY AND SMART INNOVATION: BASICS FOR DESTINATION MANAGEMENT

SSD: ECONOMIA E GESTIONE DELLE IMPRESE (SECS-P/08)

DEGREE PROGRAMME: HOSPITALITY MANAGEMENT (P31)
ACADEMIC YEAR 2025/2026

COURSE DESCRIPTION

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GENERAL INFORMATION ABOUT THE COURSE

INTEGRATED COURSE: NOT APPLICABLE
MODULE: NOT APPLICABLE
TEACHING LANGUAGE: ITALIANO
CHANNEL:
YEAR OF THE DEGREE PROGRAMME: III
PERIOD IN WHICH THE COURSE IS DELIVERED: SEMESTER I
CFU: 6

REQUIRED PRELIMINARY COURSES

Nothing.

PREREQUISITES

Nothing.

LEARNING GOALS

The course aims to provide the student with knowledge and skills in the use of:

- Strategic logics in the open innovation and smart environment.
- Destination management and marketing from a technology-based perspective.

In addition, the course provides insights into open alnetworking decision-making, aimed at the promotion-marketing of integrated service offerings and attractiveness factors, which fuel tourist flows to destinations.

EXPECTED LEARNING OUTCOMES (DUBLIN DESCRIPTORS)

Knowledge and understanding

The student should demonstrate knowledge and understanding of issues related to destination management from a smart perspective. Moreover, the student should demonstrate the ability to develop arguments related to tourism destination management. The training course aims to provide students with the basic knowledge and methodological tools needed to analyze the management and marketing policies of tourism destinations.

Applying knowledge and understanding

The student should demonstrate the ability to draw consequences from a set of information to develop a marketing plan for a tourist destination, implement a strategic destination development program. The course of training is geared toward conveying the methodological and operational skills and tools necessary to apply the knowledge of destination marketing and management in practice.

COURSE CONTENT/SYLLABUS

- Strategies and innovation in the context of tourism destinations.
- Open innovation and the smart environment.
- Destination management.
- Destination marketing.
- Governance and pivot actors, the value chain.
- The destination marketing system.
- The role of image.
- Technological tools for destination enhancement and promotion.
- Internet of Things in destination management.

READINGS/BIBLIOGRAPHY

Recommended textbook: Destination management e logica sistemica: un confronto internazionale, Valentina Della Corte , Mauro Sciarelli, Giappichelli, 2012

Scientific papers.

TEACHING METHODS OF THE COURSE (OR MODULE)

Recommended textbook: Destination management e logica sistemica: un confronto internazionale, Valentina Della Corte , Mauro Sciarelli, Giappichelli, 2012

Scientific papers.

EXAMINATION/EVALUATION CRITERIA

a) Exam type

- Written
- Oral
- Project discussion

Other

In case of a written exam, questions refer to

Multiple choice answers

Open answers

Numerical exercises

b) Evaluation pattern

35% project work, 35% paper analysis, 30% esame scritto