

Destination Marketing – 2023/24

Students' Guide for the Intermediate Tests and Final Examination

The final grade will be acquired after three intermediate tests as follows:

Grade Assessment and Attribution

Two partial tests.

1. A not structured test (writing a report on an assigned topic).
2. An individual or per group presentation (using a PPT) reporting results from a Case Study, and the invention of a promotional Claim (slogan) for a Tourist Destination (the same of the performed Case Study).

ADVISE

Scheduling and Procedures

First Test: students will make a written short paper using their personal electronic device (producing a **.doc word file**, named **surname.name.destmark.doc**) and emailing it to gianluigi.corinto@unimc.it, within the end of lessons. The paper length should be maximum 3,600 characters, including spaces, and it will deal with the following topic:

How can the spirit and sense of place be a driver for marketing a tourist destination?

I advise students better referring to their personal experience regarding a specific destination, located elsewhere in the world. Besides personal literature research, students can use as a partial reference the three papers named Ency_Place; Relph_Place; Place_and_Placelessness_Edward_Relph; sense_of_place_lit_review displayed on the online page of the course, and use them for making a tourist destination marketing example.

Second Test (case study): students will expose the class audience a work regarding topics (case studies) selected according with the teacher. Case studies will be prepared individually or two-three persons working group. In this case, each student of the group will present a section of the overall study. Dates of presentations will be defined during the next lessons, according to the didactic calendar. Singular PPT presentation will last 15-20 minutes. Furthermore, students will design, and make a promotional Claim of a tourist Destination, if possible derived from the work made for the second Case Study, such as *There's Nothing Like Australia, A Stranger is a Mate You Haven't Yet Met*; *Marche, Endless Beauty, Tuscany. Endless Renaissance...*