

# **TOURISM POLICIES AND FASHION, ART AND FOOD INDUSTRIES**

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## **E-tivity Lecture 9**

**Pasquale Marcello Falcone**

**Università degli Studi di Napoli Parthenope**



# Internet exercise

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## E-TIVITY 1

In 2019, the European Tourism Forum was dedicated to the theme 'Digital transformation as the engine of sustainable growth for the EU tourism sector'.

**URL:** <https://tem.fi/en/european-tourism-forum>

**Exercise:** How does ICT impact the tourism industry? Use the Web to analyse the impact of digital transformation for tourism businesses.

# Question for review and discussion

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## E-TIVITY 2

Task: Outline, in your words, the various steps involved in the market research process. How important is the sampling procedure?

# Contacts and office hours

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## Contacts

- **Email:** [pasquale.falcone@uniparthenope.it](mailto:pasquale.falcone@uniparthenope.it)
- **Tel.:** 0815474127
- **Web page:** [www.pmfalcone.eu](http://www.pmfalcone.eu)

## Office Hours

- **Day and time:** Tuesday from 11:00 to 12:00
- **Place:** Room 309, III Piano Palazzo Pacanowski.