

General Information			
Academic subject	Management of tourism organisations and events		
Degree course	Design and management of tourism and cultural systems		
Curriculum			
ECTS credits	8		
Compulsory attendance	No		
Language	Italian		
Subject teacher	Name Surname	Mail address	SSD
	Francesco Badia	francesco.badia@uniba.it	SECS-P/07

ECTS credits details			
Basic teaching activities	Business Administration	SECS-P/07	8

Class schedule	
Period	Second semester
Year	2016-17
Type of class	Lecture- workshops

Time management	
Hours	56
Hours of lectures	42
Tutorials and lab	14

Academic calendar	
Class begins	22 February 2017
Class ends	7 June 2017

Syllabus	
Prerequisites/requirements	None
Expected learning outcomes (according to Dublin Descriptors) (it is recommended that they are congruent with the learning outcomes contained in A4a, A4b, A4c tables of the SUA-CdS)	<p><i>Knowledge and understanding</i> The course aims to provide a set of economic and managerial skills to enable the student to analyse the managerial contents of tourism organisations and the ways of design, implementation and monitoring of events aimed at increasing tourism demand.</p> <p><i>Applying knowledge and understanding</i> The course aims to provide a framework of knowledge and applied skills that can allow the student to realise managerial reports in the tourism sector and to program and control local events of interest for tourists.</p> <p><i>Making informed judgements and choices</i> A first aim of the course is to allow the student to be able to evaluate independently the level of adequacy of the management systems for a tourism company, with particular reference to the profiles of planning, programming and</p>

	<p>control. Another aim is making the student able to reproduce autonomously such a scheme of analysis for the production of tourism events, also through a personal critical analysis of the theoretical content provided during the classes.</p> <p><i>Communicating knowledge and understanding</i> Aim of the course is making the student able to communicate, even with the support of the verification about the learning of the fundamental concepts through the final exam, the key elements that can define the planning and control systems of a tourism company and the possible application of their basic logics to the tourism events.</p> <p><i>Capacities to continue learning</i> Aim of the course is that the student can sharpen its ability to analyse the management systems of tourism companies and events, through the attendance of lectures and the discussion, together with the teacher, of the case studies that will be presented in the classroom.</p>
Contents	<p>part I Planning and control systems, with specific application to tourism organizations.</p> <p>part II The accounting tools in the planning and control systems. Strategic plan, budgeting and reporting systems.</p> <p>part III Destination management and integrated tourism management at the local level: strategic profiles, organizational and management choices.</p> <p>part IV The project management in general and in the tourism and cultural sector. The concept of event and cultural event. The origin of the event. The conception of the basic idea.</p> <p>part V Design and planning of tourist events. Elements of marketing and communication of tourism events.</p>
Course program	
Bibliography	<p>Ferrarese P.E., Elementi di project management e modelli di report per le aziende culturali, Cafoscarina, 2016.</p> <p>Argano L., Bollo A., Dalla Sega P., Vivalda C., Gli eventi culturali. Ideazione, progettazione, marketing, comunicazione, FrancoAngeli, Milano, last edition 2015.</p>
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Teaching methods	Theoretical lectures and presentation of case studies.
Assessment methods (indicate at least the type written, oral, other)	Written exam.
Evaluation criteria (Explain for each expected learning outcome what a student has to know, or is able to do, and how many levels of achievement there are.	The student must demonstrate a sufficient degree of understanding of the planning and control systems in the tourism organisations and the ability to apply their fundamental concepts in the context of tourism events..
Further information	//