

General Information	
Academic subject	Management of tourism companies
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	First year
Type of class	Lectures – workshops on tourism organizations case studies

Time management	
Hours	56
Hours of lectures	50
Tutorials and lab	6

Academic calendar	
Class begins	9 March 2021
Class ends	9 June 2021

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 distinguish the different types of tourist company, in the various territorial and tourism contexts to which they relate.</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 identify the appropriate analytical tools to the different types of tourism company, helping him/her to distinguish the aspects of strategy, organization and management.</p> <p><i>Making informed judgements and choices</i> Aim of the course is to allow the student to be able to evaluate independently efficiency and effectiveness of management systems in different types of tourism company 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 business system of a tourism company in its various possible articulations.</p>

	<p><i>Capacities to continue learning</i></p> <p>Aim of the course is that the student can sharpen his/her ability to analyse the different kinds of tourism companies, 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 Business administration concepts for tourism companies: the concept of tourism company and the concepts of management, organization and accounting for it.</p> <p>part II Scenario of world tourism, role of Italy in the world market, the tourism demand. Strategies in tourism sector for companies and destinations.</p> <p>part III The tourism offer (part IIIA): hospitality (hotels, bed and breakfast, business and conference activities). The tourism offer (part IIIB): transports (air travel and cruise companies).</p> <p>part IV The tourism brokerage: tour operators, travel agents and online travel intermediaries.</p> <p>part V Cases and experiences of tourism companies, discussed and commented in the classroom.</p>
<b>Course program</b>	
Bibliography	<ol style="list-style-type: none"> <li>1) Benevolo C., Grasso M., Destinazioni e imprese turistiche, FrancoAngeli, Milano, Seconda Edizione, 2019.</li> <li>2) Garibaldi R., (a cura di), Economia e gestione delle imprese turistiche, Hoepli, Milano, Seconda Edizione, 2015.</li> </ol>
Notes	The adopted book is book no. 1. Book no. 2 is a suggested supplementary reading.
Teaching methods	Theoretical lectures and presentation of case studies.
Assessment methods (indicate at least the type written, oral, other)	Written exam in case it is possible face-to-face. Oral exam if the conditions of the pandemic request to develop it online.
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 functioning of business systems in the tourism sector, considering also the general framework of the sector and the distinct types of tourism company.
Further information	//