

| General information | |
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| Academic subject | Management of tourism organizations |
| Degree course | Design and management of tourism and cultural systems |
| Academic Year | 2021-22 |
| European Credit Transfer and Accumulation System (ECTS) | 8 |
| Language | Italian |
| Academic calendar (starting and ending date) | Start: 9 March 2022 – End: 1 June 2022 |
| Attendance | Not compulsory |

| Professor/ Lecturer | |
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| Name and Surname | Francesco Badia |
| E-mail | francesco.badia@uniba.it |
| Telephone | Not provided |
| Department and address | Dipartimento di Economia, Management e Diritto dell'Impresa Largo Abbazia Santa Scolastica 53, 70124 Bari |
| Virtual headquarters | |
| Tutoring (time and day) | Wednesday from 5:30 to 7:30 p.m. An e-mail request is necessary to schedule the tutoring appointment. More availability can be given through online tutoring. |

| Syllabus | |
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| Learning Objectives | <ul style="list-style-type: none"> - Understanding the management and organizational dynamics of an organization (in general) - Framing a general picture of the tourism sector and knowing the main types of companies and organizations that are part of it - Entering a rigorous and professional dimension of study and observation of the tourism phenomenon from the perspective of tourism organizations |
| Course prerequisites | None |
| Contents | <p>Part I Business administration fundamental topics. Concept of tourism organization and its fundamental choices of management and organizational nature.</p> <p>Part II Strategies for tourism organizations. World tourism scenario, role of Italy in the tourism World market, tourism supply and demand.</p> <p>Part III Concept of destination and destination management. The role of the destination management organizations. Sustainable tourism strategies.</p> <p>Part IV Sector of hospitality (hotels and non-hotel accommodation structures). MICE sector. Tourism transportation (air travel and cruise companies).</p> <p>Part V The tourism brokerage: tour operators, travel agents and online travel intermediaries.</p> |
| Books and bibliography | <p>Course textbook: Benevolo C., Grasso M., Destinazioni e imprese turistiche, FrancoAngeli, Milano, Third edition, 2021</p> <p>Additional reading: Garibaldi R., (a cura di), Economia e gestione delle imprese turistiche, Hoepli, Milano, Second edition, 2015.</p> |
| Additional materials | The teacher will provide the .pdf files of his lectures. Moreover, especially for the Erasmus students, this book in English is suggested for a better understanding of the course contents: Page S.J., Tourism Management, Routledge, Sixth edition, 2019, chapters 1-8. |

| Work schedule | | | |
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| Total | Lectures | Hands on (Laboratory, working groups, seminars, field trips) | Out-of-class study hours/ Self-study hours |
| Hours | | | |
| 64 | 56 | 8 | 136 |
| ECTS | | | |
| 8 | 7 | 1 | |
| Teaching strategy | | Theoretical lectures and presentation of case studies. | |
| Expected learning outcomes | | | |
| Knowledge and understanding on: | | The course aims to provide a set of economic and managerial skills to enable the student to distinguish the different types of tourism organization, in the various territorial and tourism contexts to which they relate. | |
| Applying knowledge and understanding on: | | 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 a tourism organization, helping him/her to distinguish the aspects of strategy, organization and management. | |
| Soft skills | | <p>) Making informed judgments and choices 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 organization through a personal critical analysis of the theoretical content provided during the classes.</p> <p>) Communicating knowledge and understanding 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 organization in its various possible articulations.</p> <p>) Capacities to continue learning 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> | |

| Assessment and feedback | |
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| Methods of assessment | Written exam with open questions. The exam can be held in a single session at the end of the course or through two partial tests, one in the middle of the course and one at the end of the course. |
| Evaluation criteria | 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. |
| Criteria for assessment and attribution of the final mark | The test will be divided into questions (4 questions from which the student has to choose 3 to answer) to which a score from 1 to 11 will be assigned to form the overall grade. For those who will take the test through the partial tests, two questions will be proposed per test (evaluation from 1 to 16 per question) and the overall grade of the exam will be the average evaluation of the first and second tests. Erasmus students will be able to take the final exam in English. This opportunity is not foreseen for the partial tests. |
| Additional information | |