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| 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 | | |
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| Subject teacher | Name Surname | Mail address | SSD |
| | Francesco Badia | francesco.badia@uniba.it | SECS-P/07 |

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

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| Class schedule | |
| Period | Second semester |
| Year | Second year |
| Type of class | Lectures – workshops on tourism organizations and events case studies |

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

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| Academic calendar | |
| Class begins | 18 February 2019 |
| Class ends | 7 June 2019 |

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| 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 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> |

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| | <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., Organizzare eventi culturali. Ideazione, progettazione e gestione strategica del pubblico, FrancoAngeli, Milano, 2017.</p> |
| Notes | // |
| Teaching methods | Theoretical lectures and presentation of case studies. |
| Assessment methods (indicate at least the type written, oral, other) | Written exam. An optional complementary oral exam is possible. |
| 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 | // |