General Information			
Academic subject	Management of tourism and cultural 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	Second year
Type of class	Lectures – workshops on tourism organizations and events case studies

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

Academic calendar	
Class begins	11 March 2021
Class ends	11 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)	*Knowledge and understanding* The course aims to provide a set of economic and managerial skills to enable the student to analyse the managerial contents of tourism and cultural organisations and the ways of design, implementation and monitoring of cultural events aimed at increasing tourism demand. *Applying knowledge and understanding* The course aims to provide a framework of knowledge and applied skills that can allow the student to realise managerial reports in the tourism and cultural sector and to program and control local events of interest for tourists. *Making informed judgements and choices* 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 or a cultural organisation, 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/cultural events, also

	through a personal critical analysis of the theoretical content provided during the classes. *Communicating knowledge and understanding* Aim of the course is making the student able to communicate, the key elements that can define the planning and control systems of a tourism company and a cultural organisation and the possible application of their basic logics to the tourism/cultural events. The final exam is intended as an instrument of verification about the learning of these fundamental concepts. *Capacities to continue learning* Aim of the course is that the student can sharpen his/her ability to analyse the management systems of tourism companies, cultural organisations and tourism/cultural events, through the attendance of lectures and the discussion, together with the teacher, of the case studies that will be presented in the classroom.
Contents	Part I Theory of management and its objective and subjective components. The system of relations between firm and stakeholders. Part II Planning and control systems, with specific application to tourism and cultural organizations. Part III The accounting tools in the planning and control systems. Financial reporting, cost accounting, strategic plan, budgeting and management control systems, performance measurement, revenue management. Part IV The project management in general and in the tourism and cultural sector. The concepts of cultural organisation, tourist event and cultural event. part V Design and planning of tourist and cultural events. The life cycle of a cultural / tourist event. Planning and marketing choices.
Course program	
Bibliography	1) Argano L., Bollo A., Dalla Sega P., Organizzare eventi culturali. Ideazione, progettazione e gestione strategica del pubblico, FrancoAngeli, Milano, 2017. 2) Scannerini A.L., Berretta M., Strumenti di controllo per le imprese turistiche, FrancoAngeli, Milano, 2014
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 planning and control systems in the tourism and cultural organisations and the ability to apply their fundamental concepts in the context of tourism and cultural events.
Further information	//