General information	
Academic subject	Management of tourism and cultural organizations and events
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: 8 March 2022 – End: 1 June 2022
Attendance	Not compulsory

Professor/ Lecturer	
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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	
Learning Objectives	- Understanding role and use of the main accounting tools in organizations, with particular reference to tourism sector - Using a managerial dimension (made up of planning, programming, control, managerial and organizational choices) both in the business environment and for a tourism / cultural event - Appreciating the significance of the cultural component in the tourism offer, with particular reference to the organization of events
Course prerequisites	None
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 concepts of cultural organization and its managerial and organizational profiles. Specific focus on governance and fundraising. The project management in general and in the tourism and cultural sector. **Part V** Design and planning of tourism and cultural events. The life cycle of a cultural / tourism event. Planning and marketing choices.
Books and bibliography	Scannerini A.L., Beretta M., *Strumenti di controllo per le imprese turistiche*, FrancoAngeli, 2014 (parts 2 and 3) Sibilio B., Donato F., *Governare e gestire le aziende culturali*, 2015 (part 4) Argano L., Bollo A., Dalla Sega P., *Organizzare eventi culturali. Ideazione, progettazione e gestione strategica del pubblico*, FrancoAngeli, 2018 (part 5)

Additional materials		The use of the texts constitutes a way of deepening the contents of the course, but the lessons are not strictly linked to the books. Therefore, it is recommended, first of all, to study the slides of the course and to use the books for further personal study. Part I of the program (on management) is only present in the slides, there will be no book references for this part. Moreover, especially for the Erasmus students, these books in English are suggested for a better understanding of the course contents: - Guilding C., *Accounting Essentials for Hospitality Managers*, Routledge, 2014 (third edition), Chapters 1-2, from 5 to 12, and 16 - Chong D., *Arts management,* Routledge, 2010 (second edition), Chapters 1-3 - Van Der Wagen L., Carlos B.R., *Event management for tourism, cultural, business, and sporting events,* Pearson, 2005, Chapters 1, 2, 3, 5, 6, 7, 9, 13, 17	
Work schedule			
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 analyze the managerial contents of tourism and cultural organizations and the ways of design, implementation and monitoring of cultural events aimed at increasing tourism demand.	
Applying knowledge and understanding on:		The course aims to provide a framework of knowledge and applied skills that can allow the student to realize managerial reports in the tourism and cultural sector and to program and control local events of interest for tourists.	
Soft skills		) Making informed judgments 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 organization, 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 tourism and cultural organizations 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 analyze the management systems of tourism companies, cultural organizations 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.	

Assessment and feedback	
Methods of assessment	Written exam with open questions. Attending students can carry out a presentation of a cultural/tourism event at the end of the course, which will be evaluated and will weigh on it for 1/3 of the overall evaluation.
Evaluation criteria	The student must demonstrate a sufficient degree of understanding of the planning and control systems in the tourism and cultural organizations and the ability to apply their fundamental concepts in the context of tourism and cultural events.
Criteria for assessment and attribution of the final mark	The test will be divided into 3 questions, with a score from 1 to 11 each, to form the overall grade. For those who have realized the presentation at the end of the course, the score of this test (from 1 to 11) will be added to that of two of the three questions of the final test.
Additional information	//