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| <b>Nome docente</b>                         | FABRIZIO MASSARI |
| <b>Corso di laurea</b>                      | LM-EGAST         |
| <b>Anno accademico</b>                      | 2013-14          |
| <b>Periodo di svolgimento</b>               | I SEMESTRE       |
| <b>Crediti formativi universitari (CFU)</b> | 8                |
| <b>Settore scientifico disciplinare</b>     | SECS-P/07        |

**Program of BUSINESS ECONOMICS OF TOURISM (a.a. 2013-14)**  
**(Prof. MASSARI FABRIZIO)**

Università degli Studi di Bari Aldo Moro  
Corso di Laurea LM-EGAST

**Pre-admission**

Being in possession of the requirements of the Regulation of the Degree EGAST.  
To have filled all debits.

**Objectives of the Discipline**

To train professionals with business administration and management skills, to be used in different types of tourist companies.

**Program of the Discipline**

**Part I**

The business economics applied to tourist: the concept of tourist company and the tourist market study

**Part II**

The tourist system: supply and demand;  
Introduction to the tourist service;  
The concept of supply network and the different actors involved

**Part III**

The main tourist enterprises: different forms of accommodation businesses  
The hospitality business: management and operating characteristics

**Part IV**

Travel and tourism companies: Operator, Travel Agency, Organizer  
Intermediation and tourism: management and operating characteristics

**Part V**

Cost accounting  
The financial statements  
The balance sheet

**Biblio**

Massari F., “Gestione organizzata e governo dell’azienda turistica”, Cacucci Ed.,  
Bari, 2010  
Massari F., Carulli V.A., “Bilanci e applicazioni contabili nelle imprese turistiche”,  
Cacucci Ed., Bari, 2011

**Method of assessing knowledge**

Written test: YES  
Oral test: YES

**Organization of teaching**

Practice: YES  
Workshop: YES  
Laboratory : YES  
Tutorials: YES

