

Nome docente	FABRIZIO MASSARI
Corso di laurea	LM-EGAST
Anno accademico	2015-16
Periodo di svolgimento	I SEM.
Crediti formativi universitari (CFU)	8
Settore scientifico disciplinare	SECS-P/07

Program of BUSINESS ECONOMICS OF TOURISM (a.a. 2015-16)
(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: NO

Oral test: YES

Organization of teaching

Practice: YES

Workshop: YES

Laboratory : YES

Tutorials: YES