

Instructor's name	FABRIZIO MASSARI
BA	ECONOMICS AND MANAGEMENT OF TOURISM ACTIVITIES AND SERVICES
Academic year	2016-17
Term	SECOND
Credits	8
Subject area	SECS-P/07

Program of **BUSINESS ECONOMICS OF TOURISM (a.a. 2016-17)**

Prof. **MASSARI FABRIZIO**

Università degli Studi di Bari Aldo Moro

Corso di Laurea

ECONOMIA E GESTIONE DELLE AZIENDE E DEI SERVIZI TURISTICI

Pre-admission

Being in possession of the requirements of the Regulation of the Degree
LM P.M.S.T.C .

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/MAYBE

Oral test: YES

Organization of teaching

Practice: YES

Workshop: NO

Laboratory : YES

Tutorials: NO