

COURSE SYLLABUS

Organizzazione delle Strutture Ricettive

1819-2-E1501N100

Learning objectives

- 1) To acquire knowledge and understanding of the organization of tourist accommodation facilities in a vision of growth and evolutionary transformation of the same, through the use of educational tools based on real statistics, organizational models, prevailing models of implementation.
- 2) To develop the ability to apply knowledge and comprehension by living the organizational realities in the testimony of protagonists.
- 3) To reflect on the roles that could attract students for a future professional integration (for characteristics, operational modalities and placement in the working process).

Contents

Fundamental principles of organization. Structure of the Italian hospitality system. Costs and KPIs. Revenues and indicators. Organizational models of hotels in relation to type and size.

Areas and responsible roles for management and coordination.

Organization for hotel group and chain.

Sales & Marketing.

Leisure structures.

International chains and cruise companies.

New trends.

Detailed program

Fundamental principles of organization. Structure of the Italian hospitality system. Characteristics of costs. Revenues and indicators. Different organizational models of hotels in relation to type and size. Characteristics and structure of individual or single unit hotel.

Organization for outside and inside in a medium-large hotel. Reception area (front office, back office), hospitality area (housekeeping). catering area ((kitchen, restaurant, bar). Reports and information flows. Organizational and responsible roles for management and coordination. Relationships and information flows.

Organization for hotel group (multi unit) and for hotel chain : similarities and differences. The use of a brand and its effects on the organization.

Organization, market and E-commerce. A crucial function in the organization of medium -large structures, groups, chains : Sales & Marketing.

Organization of leisure hotel groups, resorts, farmhouses and other "minor" organizations.

Eco-friendly hotels and new farmhouses.

Transnational organizations : from large international chains to cruise companies.

New trends : IT as new agent of organization. Hotels Asset Management and organization. Human Resources in the world of hospitality facilities. From occasional workers to structural outsourcing. How a hotel group was born. Food and wine tourism and functional facilities. Low cost flights and airport hospitality. Lake tourism and hospitality. We write B&B, but we read AirBnB. Risk as a new organization agent. At the top of a system and a system at the top. ENIT: where it comes from and where it's making for.

Prerequisites

The frequency of marketing and professionally oriented courses is suggested.

Teaching methods

The teaching methodology is based on :

- 1) theoretical lessons and company testimonials,
- 2) availability of the teaching material on the teacher's website, from the day following the lesson, to facilitate the availability for working students and students unable to attend,
- 3) project work- organized on working groups - consisting of the elaboration of a " Collective duplicated lecture

notes" concerning lessons/testimonies, most significant questions, discussion of a topic linked to the topics dealt with.

Assessment methods

The verification of learning is carried out through evaluation criteria based on :

- 1) ascertaining level of knowledge and understanding,
- 2) determination of the acquired application capacity.

Methods are the following :

- a) progress control and teacher verification of Project work with final self-assessment

to assign a bonus point (from 1 to 3 points) to each group member;

- b) individual written exam test with multiple choice questions (three options)

to check the general preparation on the program (30 questions);

- c) individual oral exam test to follow written test (if correct answers at least 50% of questions)

to ascertain the level of deepening of the program.

Final vote increased by bonus point.

Textbooks and Reading Materials

Project work " Collective duplicated lecture notes" by the teacher and students of the course,

R.Garibaldi " Economia e gestione delle imprese turistiche " Hoepli (pagg. 1-110, 169-187),

M. Confalonieri " Economia, strategie e management delle aziende di produzione turistica" Giappichelli Editore (pagg.121-190)
