COURSE SYLLABUS

Tourism Hospitality

1920-2-E1501N100

Learning objectives

1) To acquire knowledge and understanding of the organization of tourist accomodation 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.

Organizational models of hotels in relation to type and size.

Areas and responsible roles for management and coordination.

Organization for hotel group and chain.

Hotel opening.

Organization, market and electronic trade .Sales & Marketing Direction.

Information Technology, development and effects on organization.

Leisure structures organization.

How was born an hotel group.

Eco-friendly hotels, new farmhouses, spa hotels.

Transnational chains and cruise companies.

Human resources in accommodation facilities world.

From extra workers to structural outsourcing.

Food&Wine tourism and functional accommodation.

Low cost flights and airport accommodation facilities.

Lake tourism and accommodation facilities.

Golf tourism and accommodation facilities.

Hotel asset management and organization.

From Bed&Breakfast to AirBnB.

Safety organization in hotel .

An excellent tourist system.

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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). Relationships 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.

Hotel opening, activities and related choices.

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, new farmhouses, spa hotels. Data, organization and outlooks.

Transnational organizations : from large international chains to cruise companies.

IT as new agent of organization: development and effects.

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 hospitality facilities.

Low cost flights and airport hospitality.

Lake tourism and hospitality.

Golf tourism : development and organization of its functional 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 going.

Prerequisites

The frequence 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 project 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

Lessons by the teacher of the course " Organization of accommodation facilities " available on E-Learning.,

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

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