UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Organizzazione dell'Intermediazione

2021-2-E1501N101

Learning objectives

Knowledge and Comprehention

The course has the aim to show the great changes that occurred in the last years in the field of the tourism intermediation from the point of view of quality and quantity, fucusing in particular on the relationships between the organization, the distribution and the customer.

Capability to apply knowledge and comprehention

The course let the students better understand the distribution of tourism services, know the tourism market, the economical and liability context, in order to be better introduced in the retail sector of OTA, traditional travel agencies and tour operator.

Contents

Analysis of the dynamics that control the system of the tourism intermediation between the companies that own the demand and the ones that represent the offer. The incoming and the outgoing.

Detailed program

Analisis of main type of integration of Tour Operators and Travel Agencies

Association and tourism fairs

Analisis of main types of contracts in tourism market

Marchant Fees, Transaction fees and other ways to remunerate services distribution

Pricing e mark-Up

Business Travel e Leisure Travel

Anallisys of main features of the package contract

Regulations about distribution and organization

Covid and its effects on turistic intermediation

Analysis of trade practices: Last Minute - Advance Booking - Dynamic Pricing

Prerequisites

Adequate educational skills touristic technique and reasonable abilities of learning, writing and oral communication.

Teaching methods

Language: Italian
Formal lessons and seminars held by guest speakers (experts and professionals from the tourism sector).

Assessment methods

Written examination in computer room: 16 short questions (1 true - 2 false) + 2 opena questions

Oral examination will be available only for student that will ask for it. The oral examination will confirm, raise or reduce the result of the written examination

Examination - January/February 2021 - Covid Emergency

16 short questions multiple choice (1 true - 1 point) + 2 open questions

Time: 40 min

Oral examination will be available only for student that will ask for it. The oral examination will confirm, raise or reduce the result of the written examination

Textbooks and Reading Materials

Becheri E. & Biella A. L’organizzazione dell’intermediazione nella filiera del turismo. Maggioli Editore;Rimini

2013.

Adriano Biella&Emilio Becheri Il Direttore Tecnico dell’agenzia di Viaggi. Maggioli Editore; Rimini 2013