UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Tourism Hospitality

2324-2-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 too.

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 italian and international hospitality system.

Costs, revenues and KPIs.

Organizational models of hotels in relation to type and size.

Operational structures for management and coordination.

Organization for a hotel group and for a chain.

Hotel opening : activity and operational options.

Organization, market and electronic commerce : Sales & Marketing Direction.

Information Technology, development and effects on the hospitality organization.

Transnational hospitality organizations .

Leisure single unit hotels, groups and further " minor" hospitality organizations.

Green hospitality.

Functional hospitality.

Human resources in the world of hospitality.

Risk : as a new agent for the organization.

Hotel asset management and organization.

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Detailed program

The fundamentals of any organization : structural and contingent elements, foundations of organizational theories, organizational structures.

Structure of Italian and international hospitality system : tourism market regulations, data and trends, impact of tourism on the Italian economy, accommodation and system features, hotel classification in Europe and Italy.

Characteristics of costs and revenues : general and management accounting, fixed and variable costs, revenues and Key Performance Indicators.

Different organizational models of hotels in relation to type and size: organizational changes during hotel evolution from small to medium and large size, use of delegation, internal and external organization, information flows.

Operational management and coordination structures : cause and effects of a management accounting system, Uniform System of Accounts, budget, staff and line, organization and supervisory responsibilty.

Multi -unit hotel group and chain organization : constraints on development and initiatives for limiting them, analogies and differences, use of a brand and effects on organization, how a hotel group was born.

Hotel opening, activities and related choices : key points of a pre-opening program, hotel opening and eventual use of a brand, pre-opening standard procedures.

Organization, market and E-commerce : a crucial function - Sales & Marketing Direction - in the organization of medium -large structures, groups and chains, awareness of need of Sales&Marketing control and planning, Sales& Marketing Manager and marketing mix components, Sales&Marketing Direction and organization.

Information Technology, development and effects on organization : evolution, organizational changes, consequences in use of web applications.Transnational organizations in hospitality : transnational or multinational ? Accor group beyond the borders, cruise companies.

Leisure single unit hotels, groups and further " minor" hospitality organizations: leisure hotels, seasonal ones, de-

seasoning policies, tourism systems and hotel groups, resorts, widespread hotels.

Green hospitality : definitions, environment and Green economy, from Ecolabel certification to Benefit Corporations, ecofriendly or green hotels, spa hotels, farmhouses.

Functional hospitality : food and wine tourism and related accommodations, air traffic development and airport accommodation, capsule hotels, lake tourism and hospitality, golf tourism and golf resorts, writing Bed&Breakfast, but reading AirBnB ?

Human Resources in the world of hospitality : HR management agents and tasks in relation to steps of development and sizing, labour administration, development of methods and management procedures, training, remuneration policies, relations with unions and disciplinary procedures, from the right man in the right place to the right place where working, managing internal conflict by organization, from occasional workers to structural outsourcing.

The risk, as a new agent of organization : risk analysis in hotel jobs, fire prevention, social liability, managers and workers behavior.

Hotels Asset Management and organization: hotel product development process, project and feasibility, origin and development of hotel asset management, role evolution, asset managers nowadays.

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. 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,
3. personalized assistance by email from the teacher (giorgio.depascale@unimib.it) and from the tutor of the course (andrea.zacchetti@unimib.it)

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 70% of questions)

to ascertain the in-depth level of the program.

Final vote increased by bonus point.

Textbooks and Reading Materials

G. De Pascale, A. Zacchetti " Turismo e strutture ricettive. *Organizzare per gestire* " F.Angeli editore on sale in bookstores since October, 2020, .

Further notes by the teacher available on E-Learning.

For insights :

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)

Sustainable Development Goals

CLIMATE ACTION