



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Tourism Hospitality

2425-2-E1501N100

Module description

The fundamentals of any organisation: structural and contingent elements, foundations of organisational theories, organisational structures.

The structure of the Italian and international hospitality system: legislation and regulation of the tourism market, data and trends in the Italian hospitality system, impact of tourism on the national economy, characteristics of the hospitality system, hotel classification in Europe and Italy.

Characteristics of costs and revenues in the sector: general and industrial accounting, fixed and variable costs, revenues and main performance indicators. The different accommodation structure models in relation to type and size: organisational evolution from small to large accommodation structures, delegation and internal and external management, information flows.

Operational management and coordination structures: causes and effects of an industrial accounting system, budgets, organisational roles and staff and line management.

Organisation of a multi-unit hotel group and a hotel chain: constraints to development and strategies to overcome them, similarities and differences, impact of the brand on the organisation and formation of a hotel group.

Opening a hotel: key activities and operational decisions, pre-opening programme, use of a brand and standard procedures.

Organisation, market and e-commerce: the crucial role of Sales & Marketing management in medium to large structures, control and planning of marketing activities, management of the marketing mix and impact on the organisation. Information Technology and organisation: technological development, organisational changes and the impact of the use of web applications.

Green and sustainable hospitality: definitions, Green Economy and the environment. Human Resources in hospitality: human resource management according to development stages and company size, personnel administration, training, remuneration policies, labour relations and internal conflict management, structural outsourcing.

Case studies, testimonials and group work: 'Family accommodation in the global landscape'.

Learning goals

Ability to apply knowledge and understanding: students should be able to identify and analyse the conditions of existence of hospitality organisations as well as the various systems, economic combinations and activities present in them. Through the comparison of cases, students will acquire the necessary knowledge to provide effective responses to the emerging needs of businesses.

Communication skills: students must be able to clearly communicate the knowledge acquired, the logic behind it and the application methods also to non-specialist interlocutors; they must know and have an adequate command of terminology. Learning ability: at the end of the course, students will be able to integrate the acquired knowledge with subsequent in-depth studies of economic issues.

General goal

The main objective of the course is to provide students with a solid knowledge and understanding of the organisation of tourist accommodation structures in a perspective of growth and evolutionary transformation, both in the national and international context.

Specific skills and competences

Prerequisites: none

Sustainable Development Goals of the 2030 UN Agenda

URGENT ACTION TO COMBAT CLIMATE CHANGE AND ITS IMPACTS

Breakdown of meetings

Lectures, applications and discussion of some case studies. In addition, testimonials from professionals from various fields related to the organisation of accommodation facilities in both the national and international panorama.

G. De Pascale, A. Zacchetti "Turismo e strutture ricettive. Organizzare per gestire" F. Angeli editore, 2020.
Teaching materials by the lecturer available on the e-learning platform dedicated to the teaching.

Number of participants

91

Language used in meetings

Italian

Delivery period of the module

First semester

Methods of assessing the outcomes of the learning process

The assessment of the learning outcomes involves a compulsory written examination. The examination consists of four open questions. Three of these relate to theoretical topics covered in the classroom and one refers to one of the testimonies planned during the course. Therefore, classroom presence during these testimonies is strongly recommended, also because a commentary on the same testimony will be asked during the examination. However, by doing the group work, only two of the four open questions will have to be answered in the examination. The group work accounts for 50% of the final assessment. The duration of the examination is one hour. The examination programme for non-attending students coincides with that for attending students.

Department of affiliation of the teacher

Department of Sociology and Social Research

Sustainable Development Goals

CLIMATE ACTION
