SYLLABUS DEL CORSO

Management of Tourism Enterprises

2425-1-F4901N102

Learning objectives

Students will be able to manage the managerial as well as marketing aspects of organizations and bodies operating in the tourism sector, according to a tourism business ecosystem approach. Students will be able to to understand the main national policies orienting the most relevant industries in the sector. In addition they will be able to analyse and rethink the main business models of tourism enterprises, working in a complex environment, charactherised by digital and green transformation.

Contents

The course proposes an introduction to the fundamentals of tourism with a global focus, with a wide ranging global review of the principles of managing tourism. It traces the evolution and future development of the main tourism industries and the challenges facing tourism managers in this fast growing sector of the world economy, with particular attention to the contemporary issues affecting businesses such as sustainability, disruptive technology, the impact of political tensions on destination instability and safety and the post-pandemic tourism.
It also focuses on the sustainable development highlighting the challenge of climate change and future tourism growth including new debates such as Last Chance Tourism and overtourism.

Detailed program

Tourism: Its origins, growth and future
The tourism business ecosystem
Industries analysis: Incoming/Outgoing tourism; MICE tourism; Accessibility and tourism mobility; Wellness tourism; Cultural tourism; Leisure tourism; Luxury tourism
Demand and offering

Accommodation and hospitality services
Tour operating and travel retailing
Visitor attractions and events
The public sector and tourism
Sustainable tourism
Digital tourism

Prerequisites

None

Teaching methods

Approximately:

- 40% of the course is organized according to classroom teaching (lectures with slides, audio and video)
- 30% of the course is organised in non synchronous teaching (video lessons provided via the e-learning platform), according to new academic guidelines
- 30% of the course is organized according to interactive teaching (case study presentation with students' comments, group or individual project work, prepared and discussed during the course).

Assessment methods

Written text arranged as follows:

- 6 open-ended questions (they require the students to elaborate a short text on the topic for each question, in order to evaluate their understanding of the topic and the ability to critically syntethise concepts)
- 4 multiple choice questions (they provide students with multiple answer options, underwhich to choose the correct one, in order to evaluate their understanding of detailed topics)

or:

Project work, with delivery and presentation at the end of the course and wrtitten text arranded as follows:

- 3 open-ended questions ((they require the students to elaborate a short text on the topic for each question, in order to evaluate their understanding of the topic and the ability to critically syntethise concepts)they require the respondent to elaborate a short text on the topic
- 2 multiple choice questions (hey provide students with multiple answer options, underwhich to choose the correct one, in order to evaluate their understanding of detailed topics)

Textbooks and Reading Materials

Slides

Book - Stephen J. Page (2019). Tourism Management, Routlledge, 6th Edition

Other resources - Case studies + articles/researches

Sustainable Development Goals

QUALITY EDUCATION