UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Management of Tourism Enterprises

2526-1-F4902N007

Learning objectives

The course focuses on the essential features of tourism management according to a tourism business ecosystem perspective. It traces the evolution and future development of tourism and the challenges facing tourism managers in this fast-growing sector of the world economy. Students will be able to manage the managerial and marketing aspects of organisations and bodies operating in the tourism sector. Students will be able to understand the central 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, characterised by digital and green transformation.

At the end of the course, students will have acquired:

- Knowledge and understanding of the main trends in the tourism sector, the management processes of tourism organisations, and the challenges affecting the industry, such as overtourism and last chance tourism
- Applied knowledge and understanding to manage, also with the support of new technologies, the main strategic and operational issues of the tourism sector and its segments
- Making judgment in approaching complex issues, including the analysis of case studies
  Communication skills through individual or group presentations or reports applied to the analysis of a specific problem or a project work
- Learning skills related to the methodology to approach processes in tourism management

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

The course is organised as follows:

- 24 hours are carried out according to classroom teaching (lectures with slides, audio and video)
- 17 hours are carried out according to non-synchronous teaching (video lessons provided via the e-learning platform), according to new academic guidelines
- 15 hours are carried out 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 is arranged as follows:

- 6 open-ended questions (they require the students to elaborate on a short text on the topic for each question in order to evaluate their understanding of the topic and the ability to synthesise concepts critically)
- 4 multiple-choice questions (they provide students with multiple answer options, under which 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 a written text, arranged as follows:

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

Textbooks and Reading Materials

Textbook
Stephen J. Page (2025). Tourism Management, Routlledge, 7th Edition

Other resources are an integral part of the study program:

- Slides used during the lessons
- Case studies and scientific articles discussed during the course

Sustainable Development Goals

QUALITY EDUCATION