

COURSE OF STUDY Nuovi Turismi

ACADEMIC YEAR 2023-24

ACADEMIC SUBJECT Management of tourism companies

General information	
Year of the course	2023-24
Academic calendar (starting and ending date)	II semester
Credits (CFU/ETCS):	6
SSD	SECS-P/07
Language	Italian
Mode of attendance	Free attendance

Professor/ Lecturer	
Name and Surname	Francesco Badia
E-mail	Francesco.bada@uniba.it
Telephone	Not provided
Department and address	Department of Economics, Management and Business Law Largo Abbazia Santa Scolastica 53, 70124 Bari
Virtual room	Microsoft Teams platform – user Francesco Badia
Office Hours (and modalities: e.g., by appointment, on line, etc.)	Thursday 3-5 pm; An e-mail request is necessary to schedule the tutoring appointment. More availability can be given through online tutoring.

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
105	42	0	63
CFU/ETCS			
6	6		

Learning Objectives	<ul style="list-style-type: none"> - Understanding the management and organizational dynamics of an organization (in general) - Framing a general picture of the tourism sector and knowing the main types of companies and organizations that are part of it - Entering a rigorous and professional dimension of study and observation of the tourism phenomenon from the perspective of tourism organizations
Course prerequisites	None

Teaching strategies	
Expected learning outcomes in terms of	
Knowledge and understanding on:	The course aims to provide a set of economic and managerial skills to enable the student to distinguish the different types of tourism organization, in the various territorial and tourism contexts to which they relate.
Applying knowledge and understanding on:	The course aims to provide a framework of knowledge and applied skills that can allow the student to identify the appropriate analytical tools to the different types of a tourism organization, helping him/her to distinguish the aspects of

	strategy, organization and management.
Soft skills	<ul style="list-style-type: none"> • Making informed judgments and choices Aim of the course is to allow the student to be able to evaluate independently efficiency and effectiveness of management systems in different types of tourism organization through a personal critical analysis of the theoretical content provided during the classes. • Communicating knowledge and understanding Aim of the course is making the student able to communicate, even with the support of the verification about the learning of the fundamental concepts, through the final exam, the key elements that can define the business system of a tourism organization in its various possible articulations. • Capacities to continue learning Aim of the course is that the student can sharpen his/her ability to analyse the different kinds of tourism companies, through the attendance of lectures and the discussion, together with the teacher, of the case studies that will be presented in the classroom.
Syllabus	
Content knowledge	<p>Part I Business administration fundamental topics. Concept of tourism organization and its fundamental choices of management and organizational nature.</p> <p>Part II Strategies for tourism organizations. World tourism scenario, role of Italy in the tourism World market, tourism supply and demand.</p> <p>Part III Concept of destination and destination management. The role of the destination management organizations. Sustainable tourism strategies.</p> <p>Part IV Sector of hospitality (hotels and non-hotel accommodation structures). MICE sector. Tourism transportation (air travel and cruise companies).</p> <p>Part V The tourism brokerage: tour operators, travel agents and online travel intermediaries.</p>
Texts and readings	Benevolo C., Grasso M., Destinazioni e imprese turistiche, FrancoAngeli, Milano, Third edition, 2021
Notes, additional materials	Garibaldi R., (a cura di), Economia e gestione delle imprese turistiche, Hoepli, Milano, Second edition, 2015.
Repository	The teacher will provide the .pdf files of his lectures

Assessment	
Assessment methods	Written exam with open questions. The exam can be held in a single session at the end of the course or through two partial tests, one in the middle of the course and one at the end of the course.
Assessment criteria	The student must demonstrate a sufficient degree of understanding of the functioning of business systems in the tourism sector, considering also the general framework of the sector and the distinct types of tourism company.
Final exam and grading criteria	The test will be divided into questions (4 questions from which the student has to choose 3 to answer) to which a score from 1 to 11 will be assigned to form the overall grade.
Further information	