



# UNIVERSITÀ DEGLI STUDI DI PALERMO

**Department: null**

**A.Y. 2012/2013**

**DEGREE COURSE IN TOURISM STUDIES**

**- TOURISM SCIENCES -**

## Characteristics



Class of Bachelor's Degree  
(BSc) on Tourism (L-15)



3 YEARS



PLANNED ACCESS



2112

## Educational objectives

Graduates of the degree course in Tourism science possess competences in the fields of economics, business, statistics-mathematics, law. Geography, history, archaeology, art history and demo-ethno-anthropology. These competences will be more oriented to specific subject areas, in accordance to the selected curriculum. The course provides for some elective alternatives enabling them to orient their curriculum.

Graduates of this course are prepared for an integrated interpretation of the various disciplines of the course, since tourism is characterized by a remarkable and dynamic interdisciplinary. Therefore they are capable to prepare an integrated supply system from a set of goods and services, since they have interpersonal skills and problem solving abilities, aiming at increasing cohesion among stakeholders and at pursuing coherent development objectives. With respect to demand, the area of study therefore includes: the motivations to travel, the process driving to the choice of a service, the consumer behaviours, the de-standardisation of tourism, the demand for tourism workers (in and cultural professional terms), the users cultural models, the social evolution of lifestyles. With respect to the supply: the exploitation of natural, environmental, historical and cultural resources, the organization and management of hotel areas and of the attractions of the resort, the local cultural production, market segmentation and the different types of tourism, the quality of service, the use of new technologies.

In addition to Italian, graduates of this course use effectively written and spoken English language; they are also capable of communicating in another European Union language, chosen among French, Spanish and German.

Finally, they know how to use effectively the computer tools which are useful for the use and management of content and statistical data related to the tourism sector.

These skills are acquired through an educational programme including lectures, exercises, language laboratories, as well as the participation in conferences and seminars, organized by the Degree Course. Students must also pass written and oral tests for most core and class-specific disciplines. The Board of the degree course also pays particular attention to the organization and management of the stage period, considered as an experience providing graduates not only with a knowledge of the labour market, but also with the possibility of practicing what they learned in university classrooms: learning by doing is considered fundamental.

Admission test for the verification of access requirements will be provided at University level.

Admission testing will be based on specific skills in mathematics, computer science and English, on the basis of ministerial high school syllabuses. The admission test might bring to the attribution, to individual students, of additional educational duties. The attendance to remedial courses, with possible further test, will attest the fulfilment of the additional educational duties.

A second level of verification of specific knowledge and skills, is provided by the Academic Regulations of the Programme, which will govern content and method of verification of these requirements.

The teaching method pursued in the course is:

- descriptive, with the analysis of the various phenomena as they appear in the world of tourism;
- inductive, with the research about the causes and development of the phenomena themselves;
- deductive, with the study of the consequences produced by the occurrence of phenomena;
- Comparative, with the comparison between the solutions and the operational decisions made.

The course material also uses the results of research conducted by teachers on specific topics, in order to transfer to learners not only the principles and the most advanced tools from the theoretical point of view, but also the most innovative experiences of successful companies.

## Professional opportunities

Legenda: Per. = periodo o semestre, Val. = Valutazione (V=voto, G=giudizio), TAF= Tipologia Attività Formativa (A=base, B=caratterizzante, C=Affine, S=stages, D=a scelta, F=altre)

The course aims at training graduates with sound basic polyvalent groundings, which might find professional opportunities in various areas of the public and private tourism sector.

Graduates may carry out the following professional activities:

- tourist entrepreneur;
- Expert in the organization and management of tourism companies: business area manager in tourism companies; responsible for statistical analysis and data collection;
- Expert in tourist events planning;
- Expert in tourism communication;
- Expert of services for tourism companies;
- Expert in sustainable tourism;
- Consultant of tourism businesses.

### Final examination features

At the end of the course, students must prepare a final dissertation, which will be presented and discussed in front of an examining Board, related to one or more teachings, or a report on mono or interdisciplinary empirical or experimental research, or a report about the stage activity, The evaluation of this final examination takes into account the topic, with respect to the educational programme.

Subjects 1 ° year	CFU	Sem.	Val.	SSD	TAF
15469 - BUSINESS ECONOMICS/ACCOUNTING AND BUDGETING - INTEGRATED COURSE	12	1	V		
- BUSINESS ECONOMICS <i>Ruisi(PO)</i>	6	1		SECS-P/07	A
- ACCOUNTING AND BUDGETING <i>Picciotto(RU)</i>	6	2		SECS-P/07	B
07043 - ECONOMIC HISTORY <i>Li Donni(PQ)</i>	8	1	V	SECS-P/12	B
04677 - ENGLISH LANGUAGE <i>Pagano(PC)</i>	12	1	V	L-LIN/12	A
11254 - ELEMENTS OF LAW - INTEGRATED COURSE	12	2	V		
- PUBLIC LAW <i>Anselmo(PQ)</i>	6	2		IUS/09	A
- PRIVATE LAW <i>Liotta(PQ)</i>	6	3		IUS/01	A
03604 - GEOGRAPHY <i>Cusimano(PQ)</i>	8	3	V	M-GGR/01	A
10987 - MATHEMATICS AND ELEMENTS OF COMPUTER SCIENCE <i>Chiancone(II)</i>	8	3	V	SECS-S/06	C

**60**

Subjects 2 ° year	CFU	Sem.	Val.	SSD	TAF
04047 - ELEMENTS OF ECONOMICS <i>Balletta(RU)</i>	8	1	V	SECS-P/01	B
06644 - STATISTICS <i>Balsamo(PQ)</i>	6	1	V	SECS-S/01	A
11261 - TRANSPORT AND TOURISM LAW <i>Bevilacqua(RU)</i>	6	1	V	IUS/06	B
06672 - ECONOMIC STATISTICS <i>Piacentino(PO)</i>	6	2	V	SECS-S/03	B
02718 - TOURISM ECONOMICS <i>Ruggieri(PA)</i>	8	2	V	SECS-P/06	C
06664 - TOURISM STATISTICS <i>De Cantis(PO)</i>	6	2	V	SECS-S/05	B
Optional subjects	10				A
Optional subjects II	8				B

**58**

Legenda: Per. = periodo o semestre, Val. = Valutazione (V=voto, G=giudizio), TAF= Tipologia Attività Formativa (A=base, B=caratterizzante, C=Affine, S=stages, D=a scelta, F=altre)

Subjects 3 <sup>o</sup> year	CFU	Sem.	Val.	SSD	TAF
02742 - BUSINESS ECONOMICS AND MANAGEMENT <i>Lupo(PQ)</i>	6	1	V	SECS-P/08	B
14184 - INTERNSHIP	10	1	G		F
14314 - OTHER LANGUAGE SKILLS	4	1	G		F
05419 - BUSINESS ORGANISATION <i>Ingrassia(PO)</i>	6	2	V	SECS-P/10	B
05917 - FINAL EXAMINATION	4	3	G		E
Free subjects	12				D
Optional subjects III	8				B
Optional subjects IV	6				B
Optional subjects V	6				C

62

## OPTIONAL SUBJECTS

Optional subjects	CFU	Sem.	Val.	SSD	TAF
04664 - FRENCH LANGUAGE <i>Gallina(PC)</i>	10	2	V	L-LIN/04	A
04736 - GERMAN LANGUAGE <i>Pante'(PC)</i>	10	3	V	L-LIN/14	A
04718 - SPANISH LANGUAGE <i>Iacono(CU)</i>	10	2	V	L-LIN/07	A
Optional subjects II	CFU	Sem.	Val.	SSD	TAF
00932 - HISTORY OF MODERN ART <i>Mazzola(IE)</i>	8	1	V	L-ART/02	B
05306 - MUSEOLOGY AND ART RESTORATION CRITICISM <i>Bonacasa(PC)</i>	8	1	V	L-ART/04	B
Optional subjects III	CFU	Sem.	Val.	SSD	TAF
07015 - HISTORY OF FOLKLORE <i>Buttitta(PO)</i>	8	3	V	M-DEA/01	B
14016 - SOCIOLOGY OF COMMUNICATION <i>Rizzuto(PA)</i>	8	2	V	SPS/08	B
06536 - SOCIOLOGY OF CULTURAL PROCESSES <i>Rizzuto(PA)</i>	8	2	V	SPS/08	B
Optional subjects IV	CFU	Sem.	Val.	SSD	TAF
05718 - ECONOMIC POLICY <i>Genna(PQ)</i>	6	1	V	SECS-P/02	B
06318 - SCIENCE OF FINANCE <i>Berritella(PA)</i>	6	1	V	SECS-P/03	B
Optional subjects V	CFU	Sem.	Val.	SSD	TAF
04892 - FINANCIAL MATHEMATICS <i>Provenzano(RU)</i>	6	2	V	SECS-S/06	C
15483 - TOURISM CONSUMPTION SURVEY AND ANALYSIS TECHNIQUES <i>De Cantis(PO)</i>	6	2	V	SECS-S/05	C

## PROPAEDEUTICAL TEACHINGS

02718 - TOURISM ECONOMICS

04047 - ELEMENTS OF ECONOMICS

02742 - BUSINESS ECONOMICS AND MANAGEMENT

15469 - BUSINESS ECONOMICS/ACCOUNTING AND BUDGETING - INTEGRATED COURSE

Legenda: Per. = periodo o semestre, Val. = Valutazione (V=voto, G=giudizio), TAF= Tipologia Attività Formativa (A=base, B=caratterizzante, C=Affine, S=stages, D=a scelta, F=altre)

04892 - FINANCIAL MATHEMATICS  
10987 - MATHEMATICS AND ELEMENTS OF COMPUTER SCIENCE

05419 - BUSINESS ORGANISATION  
15469 - BUSINESS ECONOMICS/ACCOUNTING AND BUDGETING - INTEGRATED COURSE

05718 - ECONOMIC POLICY  
04047 - ELEMENTS OF ECONOMICS

06318 - SCIENCE OF FINANCE  
04047 - ELEMENTS OF ECONOMICS

06664 - TOURISM STATISTICS  
06644 - STATISTICS

06672 - ECONOMIC STATISTICS  
06644 - STATISTICS

11261 - TRANSPORT AND TOURISM LAW  
11254 - ELEMENTS OF LAW - INTEGRATED COURSE

15483 - TOURISM CONSUMPTION SURVEY AND ANALYSIS TECHNIQUES  
06644 - STATISTICS