



UNIVERSITÀ DEGLI STUDI DI PALERMO

Department: Economics and statistical Sciences

A.Y. 2018/2019

DEGREE COURSE IN TOURISM STUDIES

- TOURISM SCIENCES (TP) -

Characteristics



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



3 YEARS



TRAPANI



FREE ACCESS



2204

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 language, 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 by the University.

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 testing, 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)

Graduates of this course may work as:

- Advertising agents, in public institutions, regional public institutions, advertising companies, etc...
- Hotel technicians and the like, in public institutions, regional public institutions, hotel companies, etc.
- Organizers of trade fairs, exhibitions and cultural events, in regional public authorities, private facilities;
- Receptionists and information in companies and public institutions;
- Organizers of Conferences and banquets, in companies and public bodies as receptionists and information, conference staff;
- Travel Agents, in Travel agencies, networks (groups of associates travel agencies), Olta (On line travel agency), Tourism associations;
- Guides, in travel agencies, tour operator companies, tourism institutions at large

Final examination features

To obtain the degree, students must have acquired 180 credits including those relating to the final examination (3 credits). The final test has the objective of assessing the level of maturity and critical skills of the undergraduate, with respect to learning and to the acquired knowledge, on completion of the activities provided by the course syllabus. The final examination consists of an oral test, in accordance with the rules fixed every year by the Degree Course Regulations for the final examination, respecting and consistent to the calendar, the ministerial requirements and to the relevant Guidelines of the University.

| Subjects 1 ° year | CFU | Sem. | Val. | SSD | TAF |
|---|-----------|------|------|-----------|-----|
| 17618 - APPLIED MICRO- AND MACROECONOMICS <i>Fazio(PA)</i> | 9 | 1 | V | SECS-P/06 | B |
| 11254 - ELEMENTS OF LAW - INTEGRATED COURSE | 12 | Ann. | V | | |
| - PUBLIC LAW <i>Fiorello(RU)</i> | 6 | 1 | | IUS/09 | A |
| - PRIVATE LAW <i>Mazzamuto(PA)</i> | 6 | 2 | | IUS/01 | A |
| 19150 - ENGLISH LANGUAGE - INTEGRATED COURSE | 12 | Ann. | V | | |
| - MODULE I <i>Scaglione(PC)</i> | 6 | 1 | | L-LIN/12 | A |
| - MODULE II <i>Scaglione(PC)</i> | 6 | 2 | | L-LIN/12 | C |
| 19209 - COMPUTER SCIENCE AND ELEMENTS OF MATHEMATICS <i>Barracco(PC)</i> | 6 | 1 | G | | F |
| 19210 - TOURISM ECONOMICS - INTEGRATED COURSE | 12 | 2 | V | | |
| - ECONOMICS OF TOURISM <i>Purpura(PQ)</i> | 6 | 2 | | SECS-P/06 | B |
| - TOURISM INDUSTRY ECONOMICS <i>Ruggieri(PA)</i> | 6 | 2 | | SECS-P/06 | C |
| Optional subjects | 6 | | | | A |
| | 57 | | | | |

| Subjects 2 ° year | CFU | Sem. | Val. | SSD | TAF |
|---|-----|------|------|-----------|-----|
| 17115 - BUSINESS ECONOMICS - INTEGRATED COURSE | 12 | Ann. | V | | |
| - BUSINESS ECONOMICS <i>Quarchioni(RD)</i> | 6 | 1 | | SECS-P/07 | A |
| - ACCOUNTING AND BUDGETING OF TOURISM COMPANIES <i>Costa(PO)</i> | 6 | 2 | | SECS-P/07 | C |
| 19207 - SOCIOLOGY OF TOURISM - INTEGRATED COURSE | 12 | 1 | V | | |
| - MODULE 1 <i>Lo Verde(PO)</i> | 8 | 1 | | SPS/07 | B |
| - MODULE 2 <i>Pepe(RU)</i> | 4 | 1 | | SPS/07 | C |
| 06644 - STATISTICS <i>Ruggieri(PA)</i> | 6 | 1 | V | SECS-S/01 | A |
| 11261 - TRANSPORT AND TOURISM LAW <i>Romana(RU)</i> | 6 | 1 | V | IUS/06 | B |

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| Subjects 2 ° year | CFU | Sem. | Val. | SSD | TAF |
|--|-----------|------|------|-----------|-----|
| 03610 - GEOGRAPHY - INTEGRATED COURSE | 12 | 2 | V | | |
| - MODULE 1 <i>Mercatanti(PO)</i> | 8 | 2 | | M-GGR/01 | A |
| - MODULE 2 <i>Cusimano(PQ)</i> | 4 | 2 | | M-GGR/01 | C |
| 06664 - TOURISM STATISTICS <i>De Cantis(PO)</i> | 6 | 2 | V | SECS-S/05 | B |
| Optional subjects II | 6 | | | | C |
| | 60 | | | | |

| Subjects 3 ° year | CFU | Sem. | Val. | SSD | TAF |
|--|-----------|------|------|-----------|-----|
| 19208 - ECONOMIC STATISTICS AND STATISTICS FOR TOURIST COMPANIES <i>Cracolici(PO)</i> | 6 | 1 | V | SECS-S/03 | B |
| 00314 - ECONOMICS AND MANAGEMENT OF TOURIST COMPANIES <i>Picone(PO)</i> | 6 | 1 | V | SECS-P/08 | A |
| 14184 - INTERNSHIP | 8 | 1 | G | | F |
| 05418 - HUMAN RESOURCES ORGANISATION AND MANAGEMENT <i>Ingrassia(PO)</i> | 6 | 2 | V | SECS-P/10 | B |
| 05917 - FINAL EXAMINATION | 3 | 2 | V | | E |
| Optional subjects III | 6 | | | | B |
| Optional subjects IV | 16 | | | | B |
| Free subjects (suggested) | 12 | | | | D |
| | 63 | | | | |

OPTIONAL SUBJECTS

| Optional subjects | CFU | Sem. | Val. | SSD | TAF |
|--|-----|------|------|-----------|-----|
| 04664 - FRENCH LANGUAGE | 6 | 2 | V | L-LIN/04 | A |
| 04718 - SPANISH LANGUAGE <i>Mengs Arévalo(PC)</i> | 6 | 2 | V | L-LIN/07 | A |
| Optional subjects II | CFU | Sem. | Val. | SSD | TAF |
| 02396 - ADMINISTRATIVE LAW <i>Ursi(PO)</i> | 6 | 2 | V | IUS/10 | C |
| 19204 - CULTURAL HERITAGE LAW <i>Labella(PQ)</i> | 6 | 2 | V | IUS/01 | C |
| Optional subjects III | CFU | Sem. | Val. | SSD | TAF |
| 05718 - ECONOMIC POLICY <i>Pizzuto(RD)</i> | 6 | 2 | V | SECS-P/02 | B |
| 19889 - MANAGEMENT CONTROL OF TOURISM COMPANIES <i>Quarchioni(RD)</i> | 6 | 1 | V | SECS-P/07 | B |
| Optional subjects IV | CFU | Sem. | Val. | SSD | TAF |
| 00932 - HISTORY OF MODERN ART <i>Margiotta(PC)</i> | 8 | 2 | V | L-ART/02 | B |
| 07079 - MODERN HISTORY <i>Cusumano(PA)</i> | 8 | 1 | V | M-STO/02 | B |
| 17942 - MUSEOLOGY AND MANAGEMENT OF MUSEUM ASSETS <i>Cruciata(PC)</i> | 8 | 2 | V | L-ART/04 | B |

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OPTIONAL SUBJECTS

| Free subjects (suggested) | CFU | Sem. | Val. | SSD | TAF |
|---|-----|------|------|----------|-----|
| 18614 - CIVIL ENVIRONMENTAL LAW <i>Tardia(PA)</i> | 6 | 1 | V | IUS/01 | D |
| 01403 - CLASSICAL ARCHAEOLOGY | 6 | 1 | V | L-ANT/07 | D |
| 19205 - COMPARATIVE AND EUROPEAN PRIVATE LAW <i>Petruso(PA)</i> | 6 | 1 | V | IUS/02 | D |
| 07061 - GREEK HISTORY | 6 | 2 | V | L-ANT/02 | D |
| 15853 - HISTORY OF DECORATIVE ARTS | 6 | 2 | V | L-ART/04 | D |

PROPAEDEUTICAL TEACHINGS

- 00314 - ECONOMICS AND MANAGEMENT OF TOURIST COMPANIES
17115 - BUSINESS ECONOMICS - INTEGRATED COURSE
- 06664 - TOURISM STATISTICS
06644 - STATISTICS
- 19208 - ECONOMIC STATISTICS AND STATISTICS FOR TOURIST COMPANIES
06644 - STATISTICS