



UNIVERSITÀ DEGLI STUDI DI PALERMO

Department: Economics and statistical Sciences

A.Y. 2019/2020

DEGREE COURSE IN TOURISM SCIENCE

- TOURISM SCIENCES -

Characteristics



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



3 YEARS



PALERMO



FREE 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 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.

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.

In designing the cultural project it was decided to ensure a greater degree of freedom to the possibility of activating teachings in the above mentioned sectors, considered strategic to the degree project. This has led to the formation of a wide range of credits for basic, characteristic and related educational activities, in order to allow, in the preparation of the course syllabus, an articulation more adequate to the objectives to achieve and more adherent to the available resources.

The course provides a number of credits appropriately distributed among basic activities (Law, English and other Languages, Business Economics, Economics and Management of Tourism Enterprises, Geography) aiming at providing students with solid scientific knowledge on which to set up the specific study, which is declined in the various characterizing training activities (Basic and Applied Statistics, Political Economy, Economic Policy, Finance, Art History, Museology) to allow

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particular harmonization among the various disciplines, thus qualifying the specificity of the course. Finally, related activities (Tourism Economics, Tourism Marketing, Tourism Control and Management) are sufficiently articulated to enable the integration of basic and acquired skills.

Emphasis is also given to internships oriented towards the entrance into the labour market, as well as stays at other European universities under international agreements.

At the beginning of each academic year, students are given an indication of the topics on which to linger for the final exam.

Professional opportunities

Profile:

Advertising agent

Functions:

The course aims at providing the general knowledge and skills for the promotion of major tourist information channels.

Skills:

Graduates are able to carry out tourist advertising, tourism marketing, website development, etc.

Professional opportunities:

Public bodies, territorial public bodies, advertising agencies, etc.

Profile:

Technicians of assimilated reception and professional activities

Functions:

The course aims at providing adequate skills for the production and exchange of hospitality services.

Skills:

Ability to organize or manage tourism marketing actions ranging from knowing how to organize tourism promotion and development events, to collect and analyse statistical data on tourist flows, to verify compliance with quality standards, to take care of relations with tour operators and travel agents, to plan and organize tourist activities, etc.

Professional opportunities:

Public bodies, territorial public bodies, hotel companies, etc.

Profile:

Organizers of fairs, exhibitions and cultural events

Functions:

The course provides the knowledge of the various activities necessary for the conception, organization and management of fairs, exhibitions and cultural events.

Skills:

Graduates possess the skills to organize and manage fairs, exhibitions and cultural events. They are able to provide services for organizing and managing fairs; to place available spaces and exhibition spaces, to organize the use by the public and exhibitors.

Professional opportunities:

Local public bodies, private facilities. Employees for reception and information in companies and public bodies.

Profile:

Organizers of Conferences and receptions

Functions:

Organization of conventions, conferences and receptions, guaranteeing reception, socializing and services to the participants.

Skills:

Meeting planner, conference organizer, party organizer, reception organizer, party manager, conference centre manager.

Professional opportunities:

In companies and public agencies as reception and information workers, congressional assistants.

Profile:

Travel agents

Functions:

The course aims at training professional travel agents, a profile which has evolved in time thanks to the changes brought about by new technologies, by the changed sensitivity of customers, by the very change in the reasons that drive people to travel.

Skills:

The travel agent must be able to work within travel agencies in contact with the public and through the Olta (On line travel agency), able to offer trips with professional methods acquired thanks to language skills and to sales and communication techniques.

opportunities:

Travel agencies, networks (consortium groups of travel agencies), Olta (On line travel agency), tourist associations

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

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University. According to the new provisions of the Academic Senate, the final exam, for the 2016-17 cohort, consists of an oral test on a topic chosen by the candidate on a list of topics that the CCdS approved in a session in November 2018. A list of very general topics was made, in which the candidates for the final test can range, choosing to deal with a specific topic. A tutor has also been indicated for each topic, which will guide students through the bibliographic and/or statistical sources. The methods for evaluating the final exam have also been approved by the CCdS.

Subjects 1 ° year	CFU	Sem.	Val.	SSD	TAF
17618 - APPLIED MICRO- AND MACROECONOMICS <i>Fricano(RD)</i>	9	1	V	SECS-P/06	B
11254 - ELEMENTS OF LAW - INTEGRATED COURSE	12	Ann.	V		
- PRIVATE LAW <i>Labella(PQ)</i>	6	1		IUS/01	A
- PUBLIC LAW <i>Anselmo(PC)</i>	6	2		IUS/09	A
19150 - ENGLISH LANGUAGE - INTEGRATED COURSE	12	Ann.	V		
- ENGLISH LANGUAGE AND CIVILISATION FOR TOURISM <i>Romeo(PA)</i>	6	1		L-LIN/10	C
- ENGLISH LANGUAGE <i>Guccione(PA)</i>	6	2		L-LIN/12	A
10987 - MATHEMATICS AND ELEMENTS OF COMPUTER SCIENCE <i>Pecorella(PA)</i>	6	1	V	SECS-S/06	C
Optional subjects	16				B
	55				

Subjects 2 ° year	CFU	Sem.	Val.	SSD	TAF
15469 - BUSINESS ECONOMICS/ACCOUNTING AND BUDGETING - INTEGRATED COURSE	12	Ann.	V		
- BUSINESS ECONOMICS <i>Picciotto(RU)</i>	6	1		SECS-P/07	A
- ACCOUNTING AND BUDGETING OF TOURISM COMPANIES <i>Picciotto(RU)</i>	6	2		SECS-P/07	B
06644 - STATISTICS <i>Di Salvo(RU)</i>	6	1	V	SECS-S/01	A
18446 - TOURISM AND DESTINATIONS ECONOMICS - INTEGRATED COURSE	15	Ann.	V		
- ECONOMICS OF TOURISM <i>Purpura(PQ)</i>	9	1		SECS-P/06	C
- TOURISM INDUSTRY ECONOMICS <i>Ruggieri(PA)</i>	6	2		SECS-P/06	B
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
03604 - GEOGRAPHY <i>Messina(PQ)</i>	8	2	V	M-GGR/01	A
16945 - SOCIOLOGY OF TOURISM <i>Lo Verde(PO)</i>	8	2	V	SPS/07	B
Optional subjects II	7				A
	68				

Subjects 3 ° year	CFU	Sem.	Val.	SSD	TAF
02747 - ECONOMICS AND MANAGEMENT OF TOURIST COMPANIES <i>Levanti(PA)</i>	6	1	V	SECS-P/08	A
14184 - INTERNSHIP	12	1	G		F

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Subjects 3 ^o year	CFU	Sem.	Val.	SSD	TAF
05419 - BUSINESS ORGANISATION <i>Ingrassia(PO)</i>	6	2	V	SECS-P/10	B
06664 - TOURISM STATISTICS <i>De Cantis(PO)</i>	6	2	V	SECS-S/05	B
05917 - FINAL EXAMINATION	3	2	V		E
Optional subjects III	6				B
Optional subjects IV	6				C
Free subjects	12				D
	57				

OPTIONAL SUBJECTS

Optional subjects	CFU	Sem.	Val.	SSD	TAF
00932 - HISTORY OF MODERN ART	8	2	V	L-ART/02	B
07079 - MODERN HISTORY <i>Cusumano(PA)</i>	8	2	V	M-STO/02	B
17942 - MUSEOLOGY AND MANAGEMENT OF MUSEUM ASSETS <i>Bonacasa(PC)</i>	8	2	V	L-ART/04	B
Optional subjects II	CFU	Sem.	Val.	SSD	TAF
04664 - FRENCH LANGUAGE <i>Messina(PC)</i>	7	1	V	L-LIN/04	A
04718 - SPANISH LANGUAGE <i>Restivo(PC)</i>	7	1	V	L-LIN/07	A
Optional subjects III	CFU	Sem.	Val.	SSD	TAF
05718 - ECONOMIC POLICY <i>Pizzuto(RD)</i>	6	1	V	SECS-P/02	B
06318 - SCIENCE OF FINANCE <i>Berrittella(PA)</i>	6	1	V	SECS-P/03	B
Optional subjects IV	CFU	Sem.	Val.	SSD	TAF
19889 - MANAGEMENT CONTROL OF TOURISM COMPANIES	6	2	V	SECS-P/07	C
04869 - TOURIST MARKETING <i>Levanti(PA)</i>	6	1	V	SECS-P/08	C

PROPAEDEUTICAL TEACHINGS

04869 - TOURIST MARKETING
15469 - BUSINESS ECONOMICS/ACCOUNTING AND BUDGETING - INTEGRATED COURSE

06664 - TOURISM STATISTICS
06644 - STATISTICS

06672 - ECONOMIC STATISTICS
06644 - STATISTICS