



UNIVERSITÀ DEGLI STUDI DI PALERMO

Characteristics



Educational objectives

The degree course in Tourism, territories and Businesses provides competences in the economic, business, statistic, legal, geographical, historical- artistic, linguistic, and demo-ethno-anthropological sectors, with respect to the tourism phenomenon. Students of this course are prepared for an integrated interpretation of the phenomenon, under an interdisciplinary perspective. Therefore they are capable to prepare an integrated supply system, thanks to their 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 professional and cultural terms), the tourist' cultural models, the social evolution of lifestyles. With respect to the supply: the exploitation of environmental, natural, historical and cultural resources, the organization and management of hotel areas and of local attraction, the local cultural production, the quality of service, the use of new marketing technologies and the different promotion of tourist products and services.

Students will be able to effectively communicate in English language, as well as in another European Union language, chosen among French and Spanish.

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

These skills are acquired through lectures, exercises, language laboratories, as well as through the participation in conferences and seminars, organized by the Degree Course. During the course, students must also pass written and oral tests, also mid-term ones, aiming at improving their learning. Furthermore, particular attention is paid by the Degree Course to the organization and management of the internship, considering it functional to the maturation of an experience not only providing students a knowledge of the dynamics of the world of work, but above all activating processes of 'learning by doing'.

The teaching method pursued in the Degree Course integrates different approaches:

- a) descriptive – qualitative and quantitative analysis of the tourism phenomenon;
- b) inductive- analysis of the cause/effect relationships underlying the tourism phenomenon;
- c) deductive - analysis of the consequences produced by the occurrence of phenomena;
- d) comparative – comparison among the adoptable solutions and operational decisions.

The teaching material for the individual courses will combine national and international manuals, popular and scientific articles useful to enable students to develop a sound and articulated theoretical-conceptual preparation for the formulation of the strategy of the tourism company, as well as to support the policy-maker in the territorial choices for the promotion of tourism. A practical focus is provided through the application of the acquired theoretical knowledge to the analysis of real cases, aimed at highlighting the main problems and challenges arising from changes in demand and from the acceleration of competitive dynamics in the tourism sector. The course provides a number of credits adequately distributed among basic activities (Law, English and other European Languages, Business Economics, Business Economics and Management, Geography) aiming at providing students with solid scientific groundings on which to set up their specific study, which is declined in the various class-specific educational activities (Basic and Applied Statistics, Applied Economics, Economic Policy, Finance, Art History, Museology) to allow particular harmonization among the various disciplines, qualifying the specificity of the course educational offer, divided in three profiles.

The first profile provides students with articulated knowledge on the creation and appropriation of value of companies operating in the tourism sector. In general, attention will be focused on how a company can obtain an advantage over its rivals and maintain it over time.

The second profile provides knowledge and tools related to the formulation of territorial policies at different levels - local, regional, national and European - and to the analysis and management of tourist destinations.

The third profile combines basic economic and managerial knowledge for the tourist development of the territories with the integrated and sustainable management of the cultural and natural resources of a territory.

Professional opportunities

Profile:

Travel Agent

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)

functions:

The Course provides graduates with the knowledge and skills of travel agents in increasingly global, dynamic and digital competitive contexts. Travel agents are responsible for proposing, recommending and promoting tourist packages on the market.

skills:

Graduates are able to work within travel agencies in contact with the public and in online travel agencies (OLTA) as well as to propose trips with professional methods acquired through foreign language courses and traditional and digital marketing. The basic knowledge and skills in sociology, anthropology and statistics support graduates in assessing the changed sensitivity and motivational profiles of customers.

professional opportunities:

Travel agencies, travel agencies networks and consortium groups, OLTAs, tourist associations and tourist offices.

Profile:

Event Manager

functions:

The Degree Course provides graduates with the knowledge and skills of an event manager. They will be called upon to organize conventions, conferences and parties ensuring welcome, sociality and services to the participants. These functions require knowledge and skills for the organization and management of trade fairs, the placement of available exhibition spaces and environments, the organization of use by the public and exhibitors.

skills:

Graduates are able to operate as event managers thanks to the acquired managerial, organizational, linguistic and communication skills. This knowledge and skills allow graduates to promote and develop territorial initiatives for the enhancement and use of the historical-artistic, cultural and bio-marine heritage.

professional opportunities:

In companies and public bodies as reception and information officers, congress assistants, and in tourism resource management companies (for example, museums and archaeological areas).

Profile:

Strategic-organizational consultant for tourism companies

functions:

The Degree Course provides graduates with knowledge and skills for the management, control and organization of tourism companies.

skills:

Graduates are able to use the tools for planning and controlling activities related to the production and marketing of tourist goods or services. In particular, graduates will be able to conduct studies on the costs of tourism companies to identify audit modes.

professional opportunities:

Tourism companies.

Profile:

Marketing manager of tourism companies

functions:

The Degree Course provides graduates with knowledge and skills for the planning, implementation and management of sales strategies and policies of tourism companies.

skills:

Graduates are able to use marketing tools (including digital ones) to promote the products and services of the tourism company, as well as to welcome, assist and inform its customers. Knowledge of foreign languages and IT skills effectively complete the profile of the marketing manager of tourism companies.

professional opportunities:

Tourism companies: accommodation, tourist intermediation and transport structures.

Profile:

Expert in tourism-territorial policies

functions:

The Degree Course provides graduates with basic knowledge and skills for managing the tourist flows in a territory, promoting the territory, participating in calls for European funds to support tourism-territorial policies.

skills:

Graduates are able to collect and analyse statistical data on tourist flows to better manage the territory and its tourism promotion. In addition, they are able to use the economic models and tools of tourist destinations.

professional opportunities:

Public agencies.

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 is based on a topic chosen by the candidate in a list of topics approved by the Board of the Degree Course. This list includes various general topics, divided in subject areas, with the indication of the relevant tutors. Tutors the undergraduates to find their way through bibliographical and/or statistical sources. The final examination consists of an oral test, evaluated with a mark expressed out of thirty.

| Subjects 1 ° year | CFU | Sem. | Val. | Att. | SSD | TAF |
|---|-----|------|------|------|-----------|-----|
| 22518 - BASIC MATHEMATICAL AND DIGITAL KNOWLEDGE <i>Pecorella(PA)</i> | 6 | 1 | V | | SECS-S/06 | C |
| 00294 - BUSINESS ECONOMICS <i>Picciotto(RU)</i> | 6 | 1 | V | | SECS-P/07 | A |
| 17942 - MUSEOLOGY AND MANAGEMENT OF MUSEUM ASSETS | 8 | 1 | V | | L-ART/04 | B |
| 16945 - SOCIOLOGY OF TOURISM <i>Pepe(RU)</i> | 8 | 1 | V | | SPS/07 | B |
| 04047 - ELEMENTS OF ECONOMICS <i>Fricano(RD)</i> | 8 | 2 | V | | SECS-P/06 | B |
| 22676 - GEOGRAPHY, CULTURAL AND ENVIRONMENTAL HERITAGE <i>Mercatanti(PO)</i> | 8 | 2 | V | | M-GGR/01 | A |
| 18861 - PRINCIPLES OF LAW <i>Colletti(RD)</i> | 8 | 2 | V | | IUS/01 | A |
| Optional subjects II | 6 | | | | | E |

58

| Subjects 2 ° year | CFU | Sem. | Val. | Att. | SSD | TAF |
|--|-----|------|------|------|-----------|-----|
| 02742 - BUSINESS ECONOMICS AND MANAGEMENT <i>Levanti(PA)</i> | 6 | 1 | V | | SECS-P/08 | B |
| 06644 - STATISTICS <i>Di Salvo(RU)</i> | 6 | 1 | V | | SECS-S/01 | A |
| 19210 - TOURISM ECONOMICS - INTEGRATED COURSE | 10 | 1 | V | | | |
| - TOURISM ECONOMICS <i>Ruggieri(PA)</i> | 5 | 1 | | | SECS-P/06 | C |
| - TOURIST DESTINATION ECONOMICS <i>Purpura(PQ)</i> | 5 | 1 | | | SECS-P/06 | C |
| 11261 - TRANSPORT AND TOURISM LAW <i>Bevilacqua(RU)</i> | 6 | 1 | V | | IUS/06 | B |
| 14184 - INTERNSHIP | 9 | 1 | G | | | F |
| 22521 - ENGLISH LANGUAGE IN TOURIST CONVERSATION <i>Guccione(PA)</i> | 8 | 2 | V | | L-LIN/12 | A |
| 22511 - HUMAN RESOURCES ORGANISATION AND MANAGEMENT IN TOURISM <i>Ingrassia(PO)</i> | 8 | 2 | V | | SECS-P/10 | B |

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 2 ° year | CFU | Sem. | Val. | Att. | SSD | TAF |
|---|------------|-------------|-------------|-------------|------------|------------|
| 23778 - PLANNING AND CONTROL IN TOURISM COMPANIES <i>Picciotto(RU)</i> | 6 | 2 | V | | SECS-P/07 | C |
| Optional subjects III | 3 | | | | | F |
| | 62 | | | | | |

| Subjects 3 ° year | CFU | Sem. | Val. | Att. | SSD | TAF |
|---|------------|-------------|-------------|-------------|------------|------------|
| 22532 - ECONOMIC AND TOURISM POLICY <i>Pizzuto(RD)</i> | 8 | 1 | V | | SECS-P/02 | B |
| 22512 - ENGLISH LANGUAGE AND CULTURE IN TOURISM DISCOURSE <i>Romeo(PA)</i> | 6 | 1 | V | | L-LIN/10 | C |
| 22513 - TALENT MANAGEMENT AND SKILL DEVELOPMENT <i>Pace(PA)</i> | 5 | 1 | G | | | F |
| 04864 - MARKETING <i>Levanti(PA)</i> | 6 | 2 | V | | SECS-P/08 | C |
| 23994 - STATISTICS FOR ECONOMY AND TOURISM - INTEGRATED COURSE | 12 | 2 | V | | | |
| - <i>ECONOMIC STATISTICS</i> <i>Piacentino(PO)</i> | 6 | 2 | | | SECS-S/03 | B |
| - <i>TOURISM STATISTICS</i> <i>De Cantis(PO)</i> | 6 | 2 | | | SECS-S/05 | B |
| 05917 - FINAL EXAMINATION | 3 | 2 | V | | | E |
| Optional subjects | 8 | | | | | B |
| Free subjects (suggested) | 12 | | | | | D |
| | 60 | | | | | |

OPTIONAL SUBJECTS

| Optional subjects | CFU | Sem. | Val. | Att. | SSD | TAF |
|---|------------|-------------|-------------|-------------|------------|------------|
| 18545 - ECONOMIC HISTORY AND HISTORY OF THE ECONOMIC THOUGHT <i>Pirolò(RD)</i> | 8 | 1 | V | | SECS-P/12 | B |
| 00932 - HISTORY OF MODERN ART | 8 | 1 | V | | L-ART/02 | B |
| Optional subjects II | CFU | Sem. | Val. | Att. | SSD | TAF |
| 04664 - FRENCH LANGUAGE | 6 | 2 | G | | | E |
| 04718 - SPANISH LANGUAGE | 6 | 2 | G | | | E |
| Optional subjects III | CFU | Sem. | Val. | Att. | SSD | TAF |
| 23775 - DIGITAL MARKETING WORKSHOP | 3 | 2 | G | | | F |
| 23777 - EXPERIENCE-BASED TOURISM WORKSHOP <i>Fazio(PA)</i> | 3 | 2 | G | | | F |
| Free subjects (suggested) | CFU | Sem. | Val. | Att. | SSD | TAF |
| 02726 - ECONOMICS OF CULTURE | 6 | 2 | V | | SECS-P/06 | D |

PROPAEDEUTICAL TEACHINGS

23994 - STATISTICS FOR ECONOMY AND TOURISM - INTEGRATED COURSE
06644 - STATISTICS

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)