



# UNIVERSITÀ DEGLI STUDI DI PALERMO

**Department: Economics and statistical Sciences**

**A.Y. 2016/2017**

**DEGREE COURSE IN TOURISM STUDIES**

**- TOURISM SCIENCES -**

## Characteristics



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



3 YEARS



PALERMO



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 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
04677 - ENGLISH LANGUAGE <i>Pagano(PC)</i>	12	1	V	L-LIN/12	A
10987 - MATHEMATICS AND ELEMENTS OF COMPUTER SCIENCE <i>Pecorella(PA)</i>	6	1	V	SECS-S/06	C
04047 - ELEMENTS OF ECONOMICS <i>Fazio(PA)</i>	9	2	V	SECS-P/01	B
11254 - ELEMENTS OF LAW - INTEGRATED COURSE	12	2	V		
- PRIVATE LAW <i>Montanari(RD)</i>	6	1		IUS/01	A
- PUBLIC LAW <i>Anselmo(PQ)</i>	6	2		IUS/09	A
02718 - TOURISM ECONOMICS <i>Purpura(PQ)</i>	9	2	V	SECS-P/06	C
Optional subjects	16				B
<b>64</b>					

Subjects 2 ° year	CFU	Sem.	Val.	SSD	TAF
15469 - BUSINESS ECONOMICS/ACCOUNTING AND BUDGETING - INTEGRATED COURSE	12	Ann.	V		
- BUSINESS ECONOMICS <i>Ruini(PO)</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>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>Cuffaro(PQ)</i>	6	2	V	SECS-S/03	B
03604 - GEOGRAPHY <i>Cusimano(PQ)</i>	8	2	V	M-GGR/01	A
16945 - SOCIOLOGY OF TOURISM <i>Lo Verde(PO)</i>	8	2	V	SPS/07	B
07992 - TOURISM INDUSTRY ECONOMICS <i>Ruggieri(PA)</i>	6	2	V	SECS-P/06	C
06664 - TOURISM STATISTICS <i>De Cantis(PO)</i>	6	2	V	SECS-S/05	B
Optional subjects II	7				A
<b>65</b>					

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Subjects 2 ° year	CFU	Sem.	Val.	SSD	TAF
Subjects 3 ° year	CFU	Sem.	Val.	SSD	TAF
04869 - TOURIST MARKETING <i>Levanti(PA)</i>	6	1	V	SECS-P/08	A
14184 - INTERNSHIP	12	1	G		F
05419 - BUSINESS ORGANISATION <i>Ingrassia(PO)</i>	6	2	V	SECS-P/10	B
05917 - FINAL EXAMINATION	3	2	V		E
Optional subjects III	6				C
Optional subjects IV	6				B
Free subjects (suggested)	12				D
	<b>51</b>				

## OPTIONAL SUBJECTS

Optional subjects	CFU	Sem.	Val.	SSD	TAF
00932 - HISTORY OF MODERN ART <i>Mazzola(IE)</i>	8	1	V	L-ART/02	B
07079 - MODERN HISTORY <i>Giuffrida(PQ)</i>	8	1	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>Gugliotta(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
17902 - STATISTICS FOR TOURISM COMPANIES <i>Cracolici(PO)</i>	6	2	V	SECS-S/03	C
15483 - TOURISM CONSUMPTION SURVEY AND ANALYSIS TECHNIQUES <i>Attanasio(PO)</i>	6	2	V	SECS-S/05	C
Optional subjects IV	CFU	Sem.	Val.	SSD	TAF
05718 - ECONOMIC POLICY <i>Agnello(PO)</i>	6	2	V	SECS-P/02	B
06318 - SCIENCE OF FINANCE <i>Berrittella(PA)</i>	6	1	V	SECS-P/03	B
17904 - TOURISM BUSINESS MANAGEMENT <i>Levanti(PA)</i>	6	1	V	SECS-P/08	B
Free subjects (suggested)	CFU	Sem.	Val.	SSD	TAF
18029 - AGRICULTURAL ECONOMICS OF TOURISM COMPANIES <i>Donia(PA)</i>	6	2	V	AGR/01	D
18444 - SPORT LAW OUTLINES <i>Riccobene(RU)</i>	6	2	V	IUS/01	D

## PROPAEDEUTICAL TEACHINGS

04869 - TOURIST MARKETING

15469 - BUSINESS ECONOMICS/ACCOUNTING AND BUDGETING - INTEGRATED COURSE

06664 - TOURISM STATISTICS

06644 - STATISTICS

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