



# UNIVERSITÀ DEGLI STUDI DI PALERMO

<b>DEPARTMENT</b>	Scienze Economiche, Aziendali e Statistiche		
<b>ACADEMIC YEAR</b>	2018/2019		
<b>MASTER'S DEGREE (MSC)</b>	TOURISM SYSTEMS AND HOSPITALITY MANAGEMENT		
<b>INTEGRATED COURSE</b>	AGRICULTURE AND FOOD SYSTEMS - INTEGRATED COURSE		
<b>CODE</b>	18996		
<b>MODULES</b>	Yes		
<b>NUMBER OF MODULES</b>	2		
<b>SCIENTIFIC SECTOR(S)</b>	AGR/01, AGR/03		
<b>HEAD PROFESSOR(S)</b>	COLUMBA PIETRO	Professore Ordinario	Univ. di PALERMO
<b>OTHER PROFESSOR(S)</b>	COLUMBA PIETRO	Professore Ordinario	Univ. di PALERMO
	INGLESE PAOLO	Professore Ordinario	Univ. di PALERMO
<b>CREDITS</b>	10		
<b>PROPAEDEUTICAL SUBJECTS</b>			
<b>MUTUALIZATION</b>			
<b>YEAR</b>	2		
<b>TERM (SEMESTER)</b>	1° semester		
<b>ATTENDANCE</b>	Not mandatory		
<b>EVALUATION</b>	Out of 30		
<b>TEACHER OFFICE HOURS</b>	<p><b>COLUMBA PIETRO</b></p> <p>Monday 11:00 13:00 Ufficio del Docente</p> <p>Thursday 10:00 12:00 Ufficio del Docente</p> <p><b>INGLESE PAOLO</b></p> <p>Wednesday 08:00 10:00 Viale delle Scienze, Ed. 4 Dipartimento di Scienze Agrarie e Forestali</p> <p>Friday 08:00 10:00 Viale delle Scienze, Ed. 4 Dipartimento di Scienze Agrarie e Forestali</p>		

**DOCENTE:** Prof. PIETRO COLUMBA

<b>PREREQUISITES</b>	<p>All students who have obtained a degree in classes L15, L18, L25, L33, are considered fully in possession of the necessary prerequisites. For students coming from different degree programs we recommend a knowledge of the Institutions of Economics and the Market Economy.</p>
<b>LEARNING OUTCOMES</b>	<p><b>Knowledge and ability to understanding</b> The course provides the elements for the knowledge of certification procedures, business adaptation, related economic problems. Students acquire the ability to understand the nature and the agri-food products, both in the agricultural and in the agro-industrial tradition, in order to use them in the rural and non-rural tourism system. They acquire the ability to understand the effectiveness of entrepreneurial strategies based on the quality and the effects of the relational and social system in determining the competitiveness of the territory. In addition, students acquire professional skills for the promotion and enhancement of agri-food production in relation to tourist enjoyment and rural receptivity. Teaching also allows the students to acquire the ability to use the specific language of this discipline.</p> <p><b>Ability to apply knowledge and understanding</b> The presentation and processing of real case studies is aimed at achieving the ability to apply knowledge to entrepreneurial problems: organization of the offer; enhancement of territorial resources in tourism.</p> <p><b>Autonomy of judgment</b> Following the learning of the contents administered, the student acquires autonomous judgment 'skills regarding entrepreneurial choices: feasibility, economic convenience, strategic opportunity, impact on the environment and on the community. It also acquires the ability to assess the implications of the socio-cultural determinants that characterize the agri-food system - production, distribution and consumption - the social implications of the communication of quality and healthiness of foods.</p> <p><b>Communication skills</b> The drafting of original works, including group work, and the presentation of the same to the classroom, develops the ability to communicate the objectives, opportunities, environmental impact, the difficulties and the benefits of business ventures both individual or in partnership between companies or operators of the agricultural system.</p> <p><b>Learning skills</b> The skills acquired in the course will allow the student to continue learning by the study of research, articles, regulatory news, gathering the significant traits. At the end of the training course, the master graduate will be in a position to access advanced training levels such as second level master's, in-depth courses and specialized seminars in the quality and marketing sector in reference to food and wine tourism.</p>
<b>ASSESSMENT METHODS</b>	<p>The assessment of student's learning rely on at least one ongoing test. At the end of the course a final written check is carried out. This test can be a presentation to the classroom, by each student, of a preliminary draft that illustrates a hypothetical start-up based on the enhancement of quality agri-food. If the project is positively valued, teachers may approve the related credits and attribute the examination vote.</p> <p>Subsequent exam sessions involve an oral examination only.</p> <p>The minimum vote (18/30) is given to those who demonstrate clear knowledge of the core content of the course.</p> <p>An intermediate evaluation (19-25 / 30) is given to those who demonstrate an understanding of the disciplinary content, though with conspicuous gaps.</p> <p>An average-high evaluation (26-29 / 30) is given to those who demonstrate an understanding of the disciplinary content with slight gaps.</p> <p>A high rating (30-30 credits / 30) is given to those who demonstrate a complete understanding of the disciplinary content and the autonomous ability to process them.</p>
<b>TEACHING METHODS</b>	<p>Front lessons will represent about the 70% of the total didactic time. The remaining time is dedicated to exercises, in itinere test and didactic outdoor activities, like farm or factory visits.</p>

**MODULE  
FOOD AND BEVERAGE**

*Prof. PAOLO INGLESE*

**SUGGESTED BIBLIOGRAPHY**

nessuno

<b>AMBIT</b>	20965-Attività formative affini o integrative
<b>INDIVIDUAL STUDY (Hrs)</b>	76
<b>COURSE ACTIVITY (Hrs)</b>	24

**EDUCATIONAL OBJECTIVES OF THE MODULE**

Knowledge and ability to understand.

The course provides the essential elements for the knowledge of the Italian agro-food system and of the Sicilian one in particular.

We will discuss the structure of some of the main agri-food chains, their territorial distribution, their historical value, landscape and potential related to tourism.

Students acquire the ability to understand the nature and the agri-food products, both in the agricultural and in the agro-industrial tradition, in order to use them in the rural and non-rural tourism system. Ability to use the specific language of this discipline.

**SYLLABUS**

<b>Hrs</b>	<b>Frontal teaching</b>
4	Italian agriculture, its historical dynamics. From peasant civilization to industrial agriculture
4	The Italian agricultural landscape. Its historical and landscape value. the case of citrus and olive trees
4	Citrus industry in Italy
2	Cereals. From wheat to bread
4	The olive oil industry in Italy
<b>Hrs</b>	<b>Workshops</b>
6	Development of a field analysis

**MODULE  
AGRI-FOOD SYSTEMS**

*Prof. PIETRO COLUMBA*

**SUGGESTED BIBLIOGRAPHY**

Research articles and other references will be provided by the teacher.

<b>AMBIT</b>	50462-Discipline del territorio
--------------	---------------------------------

<b>INDIVIDUAL STUDY (Hrs)</b>	114
-------------------------------	-----

<b>COURSE ACTIVITY (Hrs)</b>	36
------------------------------	----

**EDUCATIONAL OBJECTIVES OF THE MODULE**

The course provides the essential elements for the knowledge of the agri-food system. Students learn the certification procedures for quality, business adaptation and economic problems related to the adoption of quality management systems also in reference to eno-gastronomic tourism.

**SYLLABUS**

<b>Hrs</b>	<b>Frontal teaching</b>
2	Introduction to the course, objectives, method of teaching, contents, checks.
2	The economic system: a comparison between different models.
2	The quantitative and qualitative model of consumption
2	Environment, health and welfare economy.
2	Definition of Start Up; assignment of the project work
2	Specific features of a quality oriented food chain.
2	Cohordination, collaboration and competition along the food supply chain.
2	Food security and food safety.
2	Quality certifications.
2	Transaction costs and governance of the firm.
2	Specific features of quality oriented economy
2	Locally based quality system to achieve competitiveness.
2	Mediterranean diet: local specificity turns into revenue and well being.
<b>Hrs</b>	<b>Practice</b>
2	Developing of the project of an hypothetical Agro-food business.
<b>Hrs</b>	<b>Others</b>
4	Building a preliminary draft for Agro-food business.
4	Final learning check.