



# 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>	STRATEGIC MANAGEMENT AND MARKETING FOR TOURISM - INTEGRATED COURSE		
<b>CODE</b>	19008		
<b>MODULES</b>	Yes		
<b>NUMBER OF MODULES</b>	2		
<b>SCIENTIFIC SECTOR(S)</b>	SECS-P/08, SECS-P/07		
<b>HEAD PROFESSOR(S)</b>	FORMICA SANDRO	Professore a contratto	Univ. di PALERMO
<b>OTHER PROFESSOR(S)</b>	FORMICA SANDRO	Professore a contratto	Univ. di PALERMO
<b>CREDITS</b>	12		
<b>PROPAEDEUTICAL SUBJECTS</b>			
<b>MUTUALIZATION</b>			
<b>YEAR</b>	1		
<b>TERM (SEMESTER)</b>	Annual		
<b>ATTENDANCE</b>	Not mandatory		
<b>EVALUATION</b>	Out of 30		
<b>TEACHER OFFICE HOURS</b>	<b>FORMICA SANDRO</b> Monday 09:00 12:00 Ufficio Dr. Prof. Decantis		

DOCENTE: Prof. SANDRO FORMICA

<b>PREREQUISITES</b>	no prerequisites required
<b>LEARNING OUTCOMES</b>	<p>Strategic Management of Tourism Destinations and Organizations is all about thinking strategically and anticipating the future. Uncertainty, increasing costs, more demanding stakeholders, and fierce competition define today's tourism world. To compete in this hostile environment, managers must be able to effectively forecast the future and create a portfolio of competitive methods that will ensure long-term prosperity for the destination/organization and its investors. You will be expected to perform in this environment and you must be proficient at creating sustainable competitive advantage. Creating competitive advantage requires managers who are capable of identifying opportunities in the environment and exploiting them before anyone else does or in such a way that it is different and more effective than other destination/industry players.</p> <p>Upon completion of the course, students will be able to understand the hospitality and tourism marketing process, develop hospitality and f&amp;b marketing opportunities &amp; strategies, develop the hospitality and f&amp;b marketing mix, and manage hospitality and f&amp;b marketing.</p>
<b>ASSESSMENT METHODS</b>	<p>TEST IN ITINERE / PROJECT WORK / FINAL EXAM.</p> <p>EVALUATION MODALITIES OF THE ORAL TEST: It consists of a colloquium aimed at ensuring the possession of the competences and the disciplinary knowledge of the course, the ability to contextualize and expose; The evaluation is expressed in thirtieths.</p> <p>VERIFICATION OF KNOWLEDGE: The ability to establish connections between the content (theories, models, tools, etc.) that is the subject of the course will be required.</p> <p>ELABORATIVE CAPACITY VERIFYING: ability to establish connections between content (theories, models, tools, etc.) that are the subject of the course. Understand the applications or their implications within the discipline.</p> <p>VERIFICATION OF EXPOSITIVE CAPACITIES: Minimum evaluation in case the examination demonstrates a language property appropriate to the reference context but this is not sufficiently articulated; Maximum evaluation can be achieved by those who demonstrate full mastery of the sectoral language as well.</p> <p>VALUATION METHOD FOR WRITING TEST:</p> <p>Verifying the skills and knowledge of the disciplinary field of the course consists of a series of questions, or closed stimuli, each of which is accompanied by two or more closed answers. The skills and knowledge of the examiner are tested by choosing the answers or answers that are considered to be exact between those offered to each question. The closure of the stimulus and the answer allows you to determine the a priori score to be assigned to each question depending on whether the answer is correct, wrong or omitted.</p>
<b>TEACHING METHODS</b>	<p>Frontal lessons, classroom exercises, testimonies of companies and institutions, presentation of classroom works.</p> <p>Tasks assigned to students should be sent electronically. Documents will need to be renamed appropriately based on the individual or reference group and the tutorial (example: XYZ_exercise.docx). Failure to send the documents with the correct identifiers will result in the rejection of the task.</p> <p>Additionally, assigned assignments should reflect professional formats and have a structure that makes it clear (content, title, subtitle, etc.)</p>

**MODULE  
STRATEGIC MANAGEMENT FOR TOURISM**

*Prof. SANDRO FORMICA*

**SUGGESTED BIBLIOGRAPHY**

Strategic Management in the Hospitality Industry, Third Edition, Olsen, M. West, J., and Tse, E.C., John Wiley & Sons, Inc.

Other Course Materials:

Assigned readings and IHRA Industry White Papers

<b>AMBIT</b>	50461-Discipline economiche e gestionali
<b>INDIVIDUAL STUDY (Hrs)</b>	114
<b>COURSE ACTIVITY (Hrs)</b>	36

**EDUCATIONAL OBJECTIVES OF THE MODULE**

Upon completion of the course, the students shall be capable of achieving the following objectives:

To gain an understanding and appreciation for strategic management concepts and principles and to know how to apply them to decision-making in order to achieve profitability and superior performance over competitors. In other words, to determine and interpret the forces driving change and their impact on the tourism industry.

To formulate strategic plans for tourism destinations/organizations that entail qualitative as well as quantitative assessments. Be capable of synthesizing vast amounts of information into meaningful conclusions and assumptions.

To scan and evaluate the competitive marketplace, to spot trends and identify patterns and, to be able to apply these methods in the context of the tourism industry.

To evaluate and choose among various strategies to effectively guide the destination/organization to long term prosperity and success.

To identify value adding competitive methods (the strategies – based on calculation of cash flows, increased quality service, brand awareness, and overall visitors' experience)

To effectively implement the strategy in order to achieve performance objectives by investing in, developing and maintaining core competencies.

To effectively defend the strategic decisions made in an action learning environment.

**SYLLABUS**

Hrs	Frontal teaching
3	Strategic Management in the Hospitality Industry
3	Thinking Strategically: A Working Model
3	Environmental Assessment: Conceptual Tools,
3	Environmental Scanning: Identifying Forces Driving Change
3	Value Drivers
3	Task Environment Analysis
3	Competitive Methods 1
3	Competitive Methods 2
3	Core Competencies and supplementary materials
3	Final Presentations in front of your Constituencies
3	Final report
3	Previsional report for future trends

**MODULE  
MARKETING MANAGEMENT FOR TOURISM**

*Prof. SANDRO FORMICA*

**SUGGESTED BIBLIOGRAPHY**

TITLE: Marketing for Hospitality and Tourism, 7th Edition  
AUTHOR: P. Kotler., J. Bowen., and J. Makens  
PUBLISHER: Prentice Hall

<b>AMBIT</b>	50461-Discipline economiche e gestionali
<b>INDIVIDUAL STUDY (Hrs)</b>	114
<b>COURSE ACTIVITY (Hrs)</b>	36

**EDUCATIONAL OBJECTIVES OF THE MODULE**

This course introduces the fundamentals of hospitality marketing. It teaches students how marketing concepts and principles such as market segmentation, targeting and positioning, the marketing mix, and marketing planning are used to successfully market accommodation and food & beverage products and services.

1. Lectures/Discussions will be used to present the concepts and tools that provide the basis for sound marketing plans. Each lecture will be structured around a particular component of the Hospitality Marketing Mix. All relevant hospitality marketing activities will be covered during the seminar. Providing access to frameworks will prepare the ground for students to understand the core concepts they are expected to apply to a case studies and to their individual marketing plan (assignments).
2. Case Studies will provide opportunities for students to apply concepts and methods discussed in lectures to "real" marketing problems. Students are required to review and understand the case situation before class discussion, to come to class prepared, and to actively contribute to case discussion.

**SYLLABUS**

<b>Hrs</b>	<b>Frontal teaching</b>
3	Fundamentals of Hospitality marketing
3	the strategic principles and instruments for strategic marketing
3	principles and tasks for hotel positioning
3	the target markets for hotels
3	The marketing mix: create and apply
3	The marketing plan approach
3	Case studies for marketing plan
3	Projecting a Marketing plan
3	Lecture and discussion on marketing plan with a marketing representative
3	the effective marketing mix for Hospitality Industry
3	Analisis and discussion of case studies
3	Marketing plan presentation to representative of Hospitality Industry