



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Economiche, Aziendali e Statistiche		
ACADEMIC YEAR	2021/2022		
BACHELOR'S DEGREE (BSC)	TOURISM SCIENCE		
INTEGRATED COURSE	MANAGEMENT AND MARKETING OF TOURIST COMPANIES - INTEGRATED COURSE		
CODE	21985		
MODULES	Yes		
NUMBER OF MODULES	2		
SCIENTIFIC SECTOR(S)	SECS-P/08		
HEAD PROFESSOR(S)	LEVANTI GABRIELLA	Professore Associato	Univ. di PALERMO
OTHER PROFESSOR(S)	LEVANTI GABRIELLA	Professore Associato	Univ. di PALERMO
CREDITS	12		
PROPAEDEUTICAL SUBJECTS			
MUTUALIZATION			
YEAR	3		
TERM (SEMESTER)	1° semester		
ATTENDANCE	Not mandatory		
EVALUATION	Out of 30		
TEACHER OFFICE HOURS	LEVANTI GABRIELLA Tuesday 11:30 13:00 Ricevimento in presenza presso la stanza del docente (stanza 4.12, IV piano, ed. 13) o telematico tramite piattaforma Teams: codice del Team: onaopkm. Il ricevimento va necessariamente prenotato tramite pagina del docente sul sito unipa e in fase di prenotazione occorre specificare se si opta per il ricevimento in presenza oppure online (se non precisato il ricevimento si considera in presenza).		

DOCENTE: Prof.ssa GABRIELLA LEVANTI

PREREQUISITES	Some very basic knowledge about Business Administration & Economics
LEARNING OUTCOMES	<p>Knowledge and understanding This course offers students an articulated knowledge on the value creation and appropriation processes within firms operating in the Tourism industry. In general, attention will be focused on how a firm can achieve competitive advantage and preserve it over time. In particular, the acquired knowledge will support student in building a "conceptual map" of the main strategic options for the different players of the Tourism industry.</p> <p>Applying knowledge and understanding The student will be capable of analysing and solving problems in the management of tourism firms and to critically discuss the main issues in the field.</p> <p>Making judgements The student will be capable of critically evaluating the process of strategy formulation and implementation of tourism firms, and combining this acquired knowledge with what she/he had previously studied in other courses.</p> <p>Communication skills The student will be able to use an adequate technical jargon that can be useful in her/his interaction with professionals in the field. Lecturer will encourage students to develop analyses, projects and proposals, and discuss case studies of firms operating in the Tourism industry.</p> <p>Learning skills The student will be able to autonomously enhance the acquired knowledge in the field using databases, academic and professional journals; she/he will possess the specific knowledge to attend master courses in the field</p>
ASSESSMENT METHODS	<p>Oral examination. The student will have to answer four/five questions asked orally for each module, on all the parts of the syllabus, with reference to the recommended texts. According to the learning outcomes, the questions aim to assess: a) the student's knowledge about the topics included in the two modules' syllabuses; b) the student's capability to applying previous knowledge and making judgment; c) the communication and learning skills of the student. An intermediate oral exam is scheduled at the end of the lessons of the first module on the syllabus of Business and Economics Management. The students that pass the intermediate exam can take the final exam on the remaining part of the Marketing module's syllabus.</p> <p>The evaluation is graded according to a scale ranging from 0 to 30, with 18 as a pass mark. In particular, the score may be interpreted in the following way: a) a score under 18 indicates that the student does not have an acceptable knowledge of the topics covered in the module syllabus; b) a score 18-20 indicates that the student shows minimum basic knowledge of the main issues and the discipline terminology, minimum ability to apply the knowledge acquired; c) a score 21-23 indicates that the student does not display full mastery of the main arguments but has a more than sufficient understanding of the same, satisfactory use of terminology, lacks independence in the ability to apply the acquired knowledge; d) a score 24-26 indicates that the student shows a good knowledge of the main topics, a good knowledge of the terminology, and is capable to independently apply the knowledge for problem solving; e) a score 27-29 indicates that the student shows a very good mastery of the subject, full property of language and the ability to apply knowledge to problem solving; f) a score 30 - 30 cum laude indicates that the student shows an excellent knowledge of the topics and technical terminology, very good analytical skills, and the ability to apply knowledge to problem solving.</p> <p>The final vote of the Integrated Course will be the weighted average of the two modules' score (weight 0.5 for each module).</p>
TEACHING METHODS	Lectures and case study focus group

MODULE
BUSINESS ECONOMICS AND MANAGEMENT

Prof.ssa GABRIELLA LEVANTI

SUGGESTED BIBLIOGRAPHY

- 1) Dyer J., Godfrey P., Jensen R., Bryce D, Pastore A., Strategic Management. Principi e applicazioni, ISEDI, 2018, ISBN 9788880083849 (tutti i capitoli)
 2) Della Corte V., Imprese e sistemi turistici. Terza Edizione, EGEA, 2020, ISBN 978-8823823037 (tutti i capitoli escluso il secondo)
 3) Materiale vario indicato dal docente durante il corso.
 Si precisa che i libri di testo indicati NON sono in alternativa.

AMBIT	50039-Discipline economiche, statistiche e giuridiche
INDIVIDUAL STUDY (Hrs)	102
COURSE ACTIVITY (Hrs)	48

EDUCATIONAL OBJECTIVES OF THE MODULE

The focus of the module is on principles, techniques and strategic tools of tourism management. The student has to acquire a specific knowledge to address the process of strategic planning and management of in tourism firms. The exploitation of acquired knowledge by means of case studies in the tourism sector will be specifically addressed during the course.

SYLLABUS

Hrs	Frontal teaching
2	Introduction
2	Strategy Formulation and Execution
2	Stakeholder Theory vs Shareholder Theory
4	Goals and Governance of the Firm
4	Analysis of the Competitive Arena
4	Internal Analysis: Porter's Value Chain, VRIO Resources, Competitive Advantage
2	Cost Advantage
2	Differentiation Advantage
4	Corporate Strategy and Portfolio Analysis
4	International Strategy
2	Innovative Strategies that Change the Nature of Competition
2	Competitive Strategy
2	Implementing Strategy
2	Strategy and Society
2	Key dynamics in tourism sector; destination management
8	Main actors in tourism sector: tour operators; transport companies; accommodation structures; food and beverage companies; cruise line industry; travel agencies

MODULE MARKETING

Prof.ssa GABRIELLA LEVANTI

SUGGESTED BIBLIOGRAPHY

1) Kotler P., Bowen J.T., Makens J.C., Baloglu S., Marketing del turismo, Settima edizione, Pearson-Prentice Hall, 2018, ISBN 978-8891904676 (tutti i capitoli)

2) Materiale integrativo indicato dal docente durante il corso

AMBIT	10669-Attività formative affini o integrative
INDIVIDUAL STUDY (Hrs)	102
COURSE ACTIVITY (Hrs)	48

EDUCATIONAL OBJECTIVES OF THE MODULE

The focus of the course is on principles, techniques and strategic tools of tourism marketing management. The student has to acquire a specific knowledge to address the process of strategic planning and management of marketing activities in tourism firms. Consumer behavior and the relationship between micro marketing and macro marketing in the tourism sector will be specifically addressed during the course.

SYLLABUS

Hrs	Frontal teaching
10	Introduction: marketing for hospitality and tourism, service characteristics of hospitality and tourism marketing
16	Developing tourism marketing opportunities and strategies: the role of marketing in strategic planning, the marketing environment, managing customer information to gain customers insights, consumer buying behavior and organizational buyer behavior; market segmentation and the creation of value for target consumers
18	Customer value-driven strategy and mix: design and managing products and brands to build customer value, pricing (understanding and capturing customer value), marketing channels (delivering customer value), engaging customers and communicating customer value, public relations and sale promotion, direct and on line marketing, the role of social media and mobile
4	Marketing plan