



# UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Economiche, Aziendali e Statistiche		
ACADEMIC YEAR	2023/2024		
MASTER'S DEGREE (MSC)	TOURISM SYSTEMS AND HOSPITALITY MANAGEMENT		
INTEGRATED COURSE	AGRICULTURE AND FOOD SYSTEMS - INTEGRATED COURSE		
CODE	18996		
MODULES	Yes		
NUMBER OF MODULES	2		
SCIENTIFIC SECTOR(S)	AGR/01, AGR/03		
HEAD PROFESSOR(S)	COLUMBA PIETRO	Professore Ordinario	Univ. di PALERMO
OTHER PROFESSOR(S)	BARONE ETTORE	Professore Ordinario	Univ. di PALERMO
	COLUMBA PIETRO	Professore Ordinario	Univ. di PALERMO
CREDITS	10		
PROPAEDEUTICAL SUBJECTS			
MUTUALIZATION			
YEAR	2		
TERM (SEMESTER)	1° semester		
ATTENDANCE	Not mandatory		
EVALUATION	Out of 30		
TEACHER OFFICE HOURS	<b>BARONE ETTORE</b> Monday 09:30 11:30 Dip. SEAS ed. 13, II piano, st. 91 Thursday 09:30 11:30 Dip. SEAS ed. 13, II piano, st. 91  <b>COLUMBA PIETRO</b> Monday 11:00 13:00 Ufficio del Docente Thursday 10:00 12:00 Ufficio del Docente		

<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.</p> <p>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 valuated, 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 a project work for the design of new tourism related business initiatives.</p>

## MODULE FOOD AND BEVERAGE

*Prof. ETTORE BARONE*

### SUGGESTED BIBLIOGRAPHY

- Arboricoltura Speciale (a cura di Gentile A., Inglese P., Tagliavini M.) EDAGRICOLE ISBN 978-88-506-5616-5  
 - Letture e Approfondimenti scaricabili dal Portale della Materia. Readings and Insights downloadable from the web site of the Course

<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

The module provides the essential elements for the knowledge of the Italian agri-food system and of the Sicilian one in particular.  
 The structure of some of the main agri-food chains will be dealt with, in terms of their territorial distribution, their historical and landscape value, and their potential in connection with the tourism sector.  
 Students will acquire the ability to understand the nature and diversity of agri-food products, both of the agricultural and agro-industrial traditions, in order to use and enhance them in the rural and non-rural tourism system. Through a schematic and vertical study of the peculiar aspects inherent to the different supply chains, the student will be able to acquire the specific language and the most suitable technical and applicative knowledge to achieve the training objectives of the course.

## SYLLABUS

Hrs	Frontal teaching
4	Italian agriculture, its historical dynamics. From peasant civilization to industrial agriculture
4	The Italian agricultural landscape: historical, aesthetic, and economic value
4	The olive oil industry in Italy
4	Citrus industry in Italy
4	Vitiviniculture chain. From grape to wine
4	Development of a case-study

## MODULE AGRI-FOOD SYSTEMS

*Prof. PIETRO COLUMBA*

### SUGGESTED BIBLIOGRAPHY

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

<b>AMBIT</b>	20965-Attività formative affini o integrative
<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

Hrs	Frontal teaching
2	Introduction to the course, objectives, method of teaching, contents, checks.
2	The economic system: a comparison between different models.
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	Quality certifications.
4	Building a preliminary draft for a tourism and food-related business.
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.
6	Developing of the project of a touristic and food-related business.
4	Final learning check.