



# UNIVERSITÀ DEGLI STUDI DI PALERMO

|                                |  |                        |                  |
|--------------------------------|--|------------------------|------------------|
| <b>DEPARTMENT</b>              | Scienze Economiche, Aziendali e Statistiche                            |                        |                  |
| <b>ACADEMIC YEAR</b>           | 2023/2024  |                        |                  |
| <b>MASTER'S DEGREE (MSC)</b>   | TOURISM SYSTEMS AND HOSPITALITY MANAGEMENT                             |                        |                  |
| <b>INTEGRATED COURSE</b>       | MARKETING AND POSITIVE ORGANIZATIONS FOR TOURISM - INTEGRATED COURSE   |                        |                  |
| <b>CODE</b>                    | 20742  |                        |                  |
| <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>                 | 11   |                        |                  |
| <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><br>Monday 09:00 12:00 Ufficio Dr. Prof. Decantis |                        |                  |

**DOCENTE:** Prof. SANDRO FORMICA

|                           |  |
|---------------------------|--|
| <b>PREREQUISITES</b>      | NO PREREQUISITES   |
| <b>LEARNING OUTCOMES</b>  | Knowledge, understanding and skills acquisition of basic methodologies to conduct analyses needed to describe and measure marketing activities and positive organizations' processes and procedures in tourism and hospitality. It is expected that students will be able to develop the ability to comprehensively understand and elaborate data, texts and graphics concerning marketing activities and positive organizations' processes and procedures, such as branding, target marketing, positioning, resiliency, personal and organizational purpose . Communication skills Ability to expose and synthesize the results. Students should be able to interpret and communicate effectively and clearly the main elements that describe the unique procedures and processes of positive organizations.  |
| <b>ASSESSMENT METHODS</b> | With specific reference to the contents of both modules, the candidate will answer to two out of three in-depth written questions, on all parts covered by the program, with reference to the recommended texts. Final assessment aims to evaluate whether the student has knowledge and understanding of the topics, has acquired jurisdiction to interpret and independent judgement. EVALUATION SCALE (pass from 18 to 30) The result of the global oral exam will be considered: EXCELLENT (30-30 laude) if the student will show excellent knowledge of the topics, excellent property of language, good analytical capacity, and the ability to apply the knowledge to solve the problems submitted; VERY GOOD (26-29) if the student shows good mastery of the subject, full property of language and the ability to apply the knowledge to solve the problems submitted; GOOD (24-25) if the student will show to have basic knowledge of the main topics, fairly good property of language, limited ability to independently apply the knowledge for the solution of the problems submitted; MORE THAN SUFFICIENT (20-23) if the student will show not to have full mastery of the main arguments but a good understanding of the same, satisfactory property of language, lack of ability to independently apply the knowledge acquired; SUFFICIENT (18-19) where the student will show minimum basic knowledge of the main teaching and technical language issues, minimum ability to apply the knowledge acquired; INSUFFICIENT (less than 18) if the student does not have an acceptable knowledge of the contents of the topics covered in the teaching. For attending students grading is also based on individual performance and oral presentation of the demographic research project. |
| <b>TEACHING METHODS</b>   | Lectures and guided class debates. Oral presentation of tourism and hospitality marketing projects. Positive organizations case studies.   |

**MODULE  
MARKETING 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**

Upon completion of the course, students will understand the tourism marketing process, formulate marketing opportunities & strategies and manage daily marketing operations

**SYLLABUS**

| Hrs | Frontal teaching  |
|-----|---|
| 10  | the fundamentals of tourism marketing. Introduction to concepts and principles such as market segmentation, targeting and positioning, the marketing mix, and marketing planning are used to successfully market tourism products and services  |
| 10  | 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 tourism 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) |
| 16  | 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.   |

**MODULE  
POSITIVE ORGANIZATIONS IN TOURISM**

*Prof. SANDRO FORMICA*

**SUGGESTED BIBLIOGRAPHY**

Appelo, J. (2016). *Managing for Happiness*. John Wiley & Sons, Inc.

Cameron, K. (2013). *Practicing Positive Leadership*. Berret & Koehler.

Kjerulf, A. (2017). *Leading with Happiness*, Woohoo Press.

Laloux, F., & Wilber, K. (2014). *Reinventing organizations: A guide to creating organizations inspired by the next stage in human consciousness*. Nelson Parker.

Quinn, R. E. (2015) *The Positive Organization*. Berret-Koehler Publishers, Inc.

|                               |  |
|-------------------------------|--|
| <b>AMBIT</b>                  | 50461-Discipline economiche e gestionali |
| <b>INDIVIDUAL STUDY (Hrs)</b> | 89                                       |
| <b>COURSE ACTIVITY (Hrs)</b>  | 36                                       |

**EDUCATIONAL OBJECTIVES OF THE MODULE**

- 1) Indicate and define the main cultural models of an organization and indicate the ones to adopt and the others to let go based on a wellbeing organizational strategy.
- 2) Formulate a wider, eco-systemic organizational vision and to implement behavioral models congruent with the business' purpose.
- 3) The ability to analyze, redefine, measure, and monitor the fundamental management processes and generate trust, engagement, retention, and happiness.
- 4) The ability to practice self-awareness and experience subjective well-being thanks to the alignment of personal purpose and values and to formulate a happiness action plan to manage self and others.
- 5) Write and implement a Positive Leadership development plan, at all levels of the organization
- 6) Define the practices and tools to create wellbeing and positivity for employees, client, vendors, investors and stakeholders.
- 7) Formulate a strategic plan based on building a positive organizational culture and generating measurable performance results.

**SYLLABUS**

| Hrs | Frontal teaching   |
|-----|--|
| 6   | Positive Organizations defined as workplaces with high performance and high employee engagement. Well-being and well-being strategies for the stakeholders.  |
| 6   | Scientific publications related to the productivity of fostering well-being in the workplace. The growing body of literature pointing out that highly engaged and happy employees are indeed more productive.                |
| 6   | The hospitality/tourism industry involved, more than other industries, in offering happiness and wellbeing related experiences. Developing skills that are necessary for professional and organizational satisfaction.       |
| Hrs | Practice   |
| 9   | New competencies by learning and applying scientifically tested models and practices for enhancing meaningful relationships, organizational commitment, and purpose in hospitality.  |
| 9   | This course will be highly interactive and active participation is expected. Course methodology is experiential with interactive videos, small group sharing, role-playing, in-class exercises, and large group discussions. |