

Syllabus

Course description

Course title	Introduction into Tourism Management Systems
Course code	30158
Scientific sector	SECS-P/08
Degree	Tourism, Sport and Event Management
Semester and academic year	Summer Semester, 2017/2018
Year	2nd study year
Credits	6
Modular	NO

Total lecturing hours	36
Total lab hours	0
Total exercise hours	0
Attendance	suggested, but not required
Prerequisites	not foreseen
Course page	https://www.unibz.it/en/faculties/economics-management/bachelor-tourism-sport-event-management/course-offering/?academicYear=2017

Specific educational objectives	<p>The course refers to the complementary educational activities and belongs to the scientific area of Business Administration.</p> <p>The course introduces students to the core basics of tourism and its underlying systems. It examines the structure of the tourism industry and its actors by analysing the tourism product, focusing on the different tourism systems available to interpret and analyse the phenomenon. In specific, students will analyse the role and integrated characteristics of the different actors of the industry (such as the lodging, food and transportation sectors, travel agencies, DMOs, visitor attractions). Part of the course will also focus on tourism as a social and cultural phenomenon.</p> <p>After having successfully completed the course, students will be able to: discuss the role of the different actors within the tourism industry; provide insight into the social and cultural phenomenon of tourism; determine the fundamentals of destination attractiveness.</p>
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Lecturer	Linda Osti, Linda.Osti@unibz.it , https://www.unibz.it/de/faculties/economics-
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	management/academic-staff/person/839-linda-osti
Scientific sector of the lecturer	SECS-P/08
Teaching language	English
Office hours	https://www.unibz.it/en/timetable/?department=26&degree=12826&studyPlan=15305
List of topics covered	<p>The main topics covered in the course will be:</p> <ol style="list-style-type: none"> 1. History of tourism 2. The tourism system 3. Tourism demand 4. The lodging sector 5. The transportation sector 6. The intermediaries 7. The role of the public administration in tourism 8. Visitor attractions 9. Future trends in tourism
Teaching format	Frontal lectures with intense interaction.

Learning outcomes	<p><u>Knowledge and understanding:</u></p> <ul style="list-style-type: none"> • Knowledge and understanding of the nature and scope of the tourism industry, its systems, operations and the activities and tools relevant for management • Knowledge and understanding of the available information and resources to depict differences of diverse tourism management systems • Knowledge and understanding of differences in tourism management systems in a regional, national and international context. <p><u>Applying knowledge and understanding:</u></p> <ul style="list-style-type: none"> • Ability to differentiate the roles and integrated characteristics of the different actors of the industry • Ability to use and consolidate the available information and resources to depict differences of diverse tourism management systems • Ability to evaluate different structures, strategies and stakeholders and their impact on the performance of various tourism management systems. <p><u>Making judgments:</u></p> <ul style="list-style-type: none"> • Acquire the ability to gather and interpret relevant data to determine the attractiveness of tourist destinations • Making judgments on the impacts of tourism. <p><u>Communication skills:</u></p> <ul style="list-style-type: none"> • Communication skills to present in a consistent and convincing way the development of the tourism
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	<p>industry and its actors</p> <ul style="list-style-type: none"> • Communicate information, ideas, problems and solutions related to the identification and exploitation of tourism management systems. <p><u>Learning skills:</u></p> <ul style="list-style-type: none"> • Develop learning skills that are necessary for students to continue and undertake further studies in the field of tourism management • Ability to apply an interdisciplinary (historical, social and managerial) approach to contextualize and interpret the tourism industry.
<p>Assessment</p>	<p><u>ATTENDING STUDENTS:</u> One presentation during the semester (30%); final written exam (70%).</p> <p>Results of assignments, project work and classroom work are valid for the academic year only in which these activities have taken place and results of these activities cannot be carried over beyond that time frame.</p> <p>The presentation will require students to work in groups in order to: read, understand and critically analyse a case study; present their ideas about the role of the different actors involved in the case study; and suggest strategies for firms' and/or destination's attractiveness.</p> <p>The final written exam consists of open questions. The open questions will aim to evaluate the students' understanding of theoretical concepts and their ability to use these concepts for analysing and explaining the tourism phenomenon and its management systems.</p> <p>The final written exam will last 90 minutes.</p> <p><u>NON-ATTENDING STUDENTS:</u> Final written exam 100%</p> <p>The final written exam consists of open questions. The open questions will aim to evaluate the students' understanding of theoretical concepts and their ability to use these concepts for analysing and explaining the tourism phenomenon and its management systems.</p> <p>The final written exam will last 120 minutes.</p>
<p>Assessment language</p>	<p>English</p>
<p>Evaluation criteria and criteria for awarding marks</p>	<p><u>ATTENDING STUDENTS:</u> Points to the presentations will be granted upon the</p>

	<p>group's ability to explain, discuss and synthesise in own words theoretical concepts and to apply them to the case study. Beside the presentation, groups are required to submit to the lecturer a printed copy of their slides with comments.</p> <p>The final written exam will be divided into 2 parts: questions in part 1 will mainly require brief descriptions, definitions and list of factors, issues, etc. Questions in part 2 will require a discussion of a specific topic and/or case. Introduction, main body of the answer, critical discussion and conclusions will be required.</p> <p>NON-ATTENDING STUDENTS: The final written exam will be divided into 2 parts: questions in part 1 will mainly require brief descriptions, definitions and list of factors, issues, etc. Questions in part 2 will require a discussion of a specific topic and/or case. Introduction, main body of the answer, critical discussion and conclusions will be required.</p>
Required readings	Page, S. (2015). Tourism Management. Fifth Edition. New York: Routledge.
Supplementary readings	Additional readings and case studies will be provided during lectures and posted on Reserve Collection.