# Economics of Tourism Organisations

## Prof. Giacomo Magnani

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The aim of the course is for students to acquire the fundamental principles and typical language of business administration, and a capacity for analysis, which favours interdependent relationships between operations and value systems with reference to tourism organisations.

By the end of the course, students will:

* have learned business language to support future study
* be able to understand the main operations that take place in a tourism company
* be able to classify economic operations and tourism organisations in accordance with the theoretical models presented in class
* be able to make independent judgements through the appropriate analysis of the results obtained by tourism organisations
* be able to communicate the knowledge acquired and evaluations carried out clearly and using technical language.

***COURSE CONTENT***

The course is split into five parts corresponding to the following topics:

* basic concepts (institutions, companies, institutional settings, cultural enterprises);
* tourism sector operators - tourism companies;
* conditions for defining values - initial income definitions, assets and working capital with in-depth understanding of the possible methods used in financial calculations and in producing financial statements;
* strategic and operative management;
* staff and organisation, with reference to the interdependent relationships that bring management choices and organisational choices together.

Throughout its duration, the course will examine case studies related to the tourism sector.

There will also be a series of practical classes dedicated to enhancing learning of theoretical models and analysing tourism organisations. Content covered includes:

* institutional and organisational contexts
* strategic analysis and management processes;
* budgetary analysis and impact on economic results;

***READING LIST***

Basic reference text

G. Airoldi-G. Brunetti-V. Coda, *Corso di Economia aziendale,* Il Mulino, Bologna, 2005 (only the chapters indicated on Blackboard).

Texts for further reading on tourism organisations (only the chapters indicated on Blackboard).

Confalonieri M., *Economia,* *strategie e management delle aziende turistiche*, Giappichelli, Turin, 2011.

Della Corte V., *Imprese e sistemi turistici. Il management,* Egea, Milan, 2013.

The annotated reading list will be communicated at the beginning of the course and be available on *Blackboard.*

***TEACHING METHOD***

Frontal lectures, practical classes, corporate testimonies and discussion of case studies.

Use of the Blackboard platform.

***ASSESSMENT METHOD AND CRITERIA***

Students will be assessed by means of a written exam. At the discretion of the exam board, students may also take an oral exam to supplement their mark.

The written assessment is composed of open and closed questions and exercises.

Attending students may to supplement their mark (as long as they have passed) with marks for the group/individual assignments.

More detailed information on the course and on the partial assessments will be published on Blackboard*.*

***NOTES AND PREREQUISITES***

The detailed course syllabus will be published on *Blackboard.*

Students are strongly encouraged to attend lectures and practical classes.

There are no prerequisites for this course.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.