



**COURSE NUMBER AND TITLE: INB 421 - Global Business: Italy & Tourism
(45 contact hours, 3 credits)**

This syllabus is informational in nature and is not an express or implied contract. It is subject to change due to unforeseen circumstances, as a result of any circumstance outside the University's control, or as other needs arise. If, in the University's sole discretion, public health conditions or any other matter affecting the health, safety, upkeep, or well-being of our campus community or operations requires the University to move to remote teaching, alternative assignments may be provided so that the learning objectives for the course, as determined by the faculty and the University, can still be met. The University does not guarantee specific in-person, on-campus classes, activities, opportunities, or services or any other particular format, timing, or location of education, classes, activities, or services.

Mask Policy

Please be advised that the mask policy in this class will follow Sant'Anna Institute requirements. When/if the University enacts a mask policy, all students are expected to adhere to the policy.

COURSE DESCRIPTION

This course offers an in-depth exploration of the dynamic and multifaceted relationship between tourism and business in Italy, a country renowned for its rich cultural heritage, diverse landscapes, and influential role in the global tourism market. Through a blend of theoretical knowledge and practical insights, students will examine the economic, cultural, and environmental impacts of tourism on Italy's economy and society. The curriculum is designed to provide a comprehensive understanding of the Italian tourism industry, including its structure, management practices, and key challenges. Students will delve into various aspects of business within the context of Italian tourism, including marketing strategies, customer service excellence, sustainability practices, and the use of technology and innovation to enhance tourist experiences. The course also addresses the importance of heritage and cultural resource management, offering insights into how Italy preserves its historical sites and promotes cultural tourism. Interactive lectures, case studies, site visits, and guest speakers from the industry will enrich students' learning experience, offering a real-world perspective on operating within Italy's tourism sector. By the end of the course, students will be equipped with the knowledge and skills to critically analyze and engage with the complexities of tourism and business in Italy, preparing them for careers in international tourism management, hospitality, and related fields.

COURSE OBJECTIVES / LEARNING OUTCOMES

By the end of the course, successful students will be able to:

- Analyze and evaluate the economic impact of tourism on Italy's economy, including how tourism contributes to GDP, employment, and regional development.
- Assess the importance of sustainable tourism practices in preserving Italy's cultural heritage and natural landscapes. Students will learn to identify strategies for balancing tourism growth with environmental conservation and cultural preservation.
- Demonstrate knowledge of business strategies specific to the tourism industry, including marketing, customer relationship management, and innovation in tourism services and products.
- Apply the principles of heritage and cultural resource management in Italy, including the challenges and opportunities of managing tourist attractions and cultural sites.
- Gain insights into the operations and management of hospitality businesses in Italy, including hotels, restaurants, and other tourism-related services, focusing on quality assurance and customer satisfaction.
- Analyze the role of technology and innovation in enhancing tourism experiences and improving business practices within the tourism sector.
- Apply critical thinking skills to address challenges and opportunities within the tourism industry, developing solutions that are economically viable, culturally respectful, and environmentally sustainable.
- Enhance communication skills, both written and oral, through the development of tourism business plans, case study analyses, and presentations on topics related to tourism and business in Italy.
- Cultivate a global perspective on tourism by comparing and contrasting Italy's tourism industry with those of other countries, identifying best practices and lessons learned.
- Prepare for careers in tourism and hospitality by understanding the skills and competencies required for success in these fields, including leadership, teamwork, and ethical decision-making.

FORMAT

- The course will include lectures, student-led discussions, and presentations.
- Students will engage in small group work and peer reviews.

REQUIRED TEXTS

Holloway, J. C., & Humphreys, C. (2022). *The business of tourism*. Sage.

It will be freely made available to the students.

In this course, students will have access to a wide range of educational materials curated by the instructor to enhance their learning experience. Among these resources, special attention will be given to scientific articles that delve into the latest research and advancements in the field. These articles, selected for their relevance and insight, will serve as a vital component of the course's curriculum. They will not only supplement the lectures and textbook readings but also stimulate critical thinking and discussion among students. By engaging with these scientific articles, students will gain a deeper understanding of the subject matter and stay abreast of the current trends and debates within the academic community. The instructor will guide students through the analysis of these articles, facilitating a richer educational journey that bridges theory with the cutting-edge research shaping the field today.

EXAMS and ASSIGNMENTS

The assessment for this course is designed to evaluate students' understanding and application of the principles of Tourism and Business in Italy through a variety of methods. The assessment components include a midterm exam, a final exam, and class participation in experiential activities.

- Mid-term exam (40%): The mid-term exam will be a written test covering all material presented in the first half of the course. It will consist of a mix of multiple-choice questions, short-answer questions, and problem-solving exercises. This exam is designed to assess students' foundational knowledge and their ability to apply theoretical concepts to practical scenarios.
- Final exam (50%): The final exam, also written, will encompass the entire course content, with a focus on the material covered in the second half of the course. Similar to the mid-term, it will include multiple-choice questions, short-answer sections, and practical problem-solving tasks. The final exam aims to evaluate the comprehensive understanding of Tourism and Business principles, their application, and critical thinking skills.
- Class participation in experiential activities (10%): Beyond the written exams, students' participation in class is crucial for the whole learning experience. Participation will be evaluated based on engagement in experiential activities conducted during the course. These activities are designed to foster practical understanding, encourage active learning, and facilitate the application of theoretical knowledge in real-world scenarios. Active and meaningful participation in these activities will contribute positively to the final grade, reflecting the students' commitment to applying Tourism and Business principles in practical settings.

Students are encouraged to actively participate, engage with the course materials, and apply themselves in both the written exams and the experiential activities. This comprehensive approach to assessment is intended to cultivate a deep understanding of the subject matter, critical analytical skills, and the ability to apply Tourism and Business principles effectively in various contexts.

GRADING SCALE

A	95%-100%
A-	90%-94%
B+	87%-89%
B	83%-86%
B-	80%-82%
C+	77%-79%
C	73%-76%
C-	70%-72%
D+	67%-69%
D	63%-66%
D-	60%-62%
F	< 60%

SCHEDULE OF TOPICS

Topic 1: Introduction to tourism and business in Italy

- Overview of the Italian tourism sector
- Historical evolution of tourism in Italy
- Importance of tourism to the Italian economy and society

Topic 2: The Italian tourism market

- Demographics of tourism in Italy
- Key destinations and their appeal

- Seasonality and its effects on the tourism industry

Topic 3: Economic Impact of Tourism

- Tourism's contribution to the Italian GDP
- Employment in the tourism sector
- Regional development through tourism

Topic 4: Cultural heritage and tourism

- Cultural heritage sites and UNESCO World Heritage Sites in Italy
- The role of cultural tourism in national and local economies
- Challenges in managing high tourism demand

Topic 5: Sustainable tourism development

- Principles of sustainable tourism
- Case studies of sustainable tourism practices in Italy
- The role of government and non-governmental organizations in promoting sustainability

Topic 6: Business practices in the tourism sector

- Tourism business models in Italy
- Marketing and branding strategies for tourism destinations
- Innovation in the tourism industry

Topic 7: Hospitality management in Italy

- Overview of the hospitality industry in Italy
- Trends in accommodation, food and beverage, and customer service
- Case studies of successful Italian hospitality businesses

Topic 8: Technology and innovation in tourism

- The impact of technology on the tourism industry
- Digital marketing and social media in tourism
- Innovations in customer service and experience

Topic 9: Managing tourism experiences

- Designing and delivering memorable tourism experiences
- Quality management in tourism services
- Customer relationship management in the tourism industry

Topic 10: Challenges and future trends in tourism

- Over-tourism and its effects on local communities
- The future of tourism post-pandemic
- Emerging trends and innovations in tourism

CLASS POLICY

Attendance

You are allowed **ONE** unexcused absence. Documentation for any other absence **MUST** be produced and **APPROVED** by your faculty. For absences due to illness, please provide the faculty with a doctor's note upon returning to class as well as inform them and/or the Office the first day of illness.

Participation grants the student one point for each lesson they attend. Unjustified absences result in 0 points. Participation in **field-trips**, if any, awards 2 points, while non-participation results in a loss of 2 points.

Late submissions:

Assignments not submitted by the due date will receive a penalty of 10% for the first 24 hours, 20% for a 48-hour delay. No submissions will be accepted more than 3 days after the deadline, unless arrangements have been made with the instructor (for extensions under exceptional circumstances, apply to the course instructor).

Personal Technology:

Please turn cell phones off during class. You can use laptops to take notes, however social networking, e-mailing, surfing the Internet, playing games, etc. are forbidden during class. Any student caught using their laptop/cell phones inappropriately during class will be asked to turn them off. Repeated violations of this rule after the first warning will result in the student being marked absent for the day and permanently losing their laptop privileges. Please be respectful and limit your use of personal electronic devices during class to academic purposes.

Contesting a grade:

If students wish to contest a grade, they must make an appointment to do so in person. The student should contact the instructor with any concerns within ONE week of receiving the grade. The student must also demonstrate that they have read the comments accompanying the grade by presenting a brief written statement specifying why the grade does not reflect the quality of the work. It is at the discretion of the instructor to decide whether the work and the student's request warrant any increase or decrease in the grade. Students should retain a copy of all submitted assignments and feedback (in case of loss) and should also retain all of their marked assignments.

Recommended behavior:

- Class begins promptly at the beginning of the class period. It is advisable that you be in your seat and ready to start participating in class at that time.
- Always bring the required supplies and be ready to be actively engaged in the learning process. This communicates preparedness and interest.
- Turn your cell phone off or to vibrate mode before the start of class;
- It is fine to bring a drink or a snack to class, as long as it is not distracting. In conjunction with this, please pick up your trash when you leave the room.
- Your professor expects your full attention for the entire class period. If you know that you'll need to leave before the class is over, try to sit as close to the door as possible so as not to disrupt others. Similarly, if you arrive in class late, just slip in as quietly as possible and take the first available seat you come to.
- Do not sleep in class! Laying your head on the desk or sleeping in class is rude, and it is distracting to others. Turn in assignments on time.
- When you have a question or comment, please raise your hand first as a courtesy to your classmates and the professor. Remember, your questions are NOT an imposition – they are welcome. So, ask questions! You'll learn more, it makes the class more interesting, and you are helping others learn as well.
- If an emergency arises that requires an absence from a session, it is your responsibility to get the notes and all other information that was covered in class from a colleague you trust.

Secular and religious holidays:

Sant'Anna Institute recognizes that there are several secular and religious holidays - not included in the Italian calendar - that affect large numbers of its community members. In consideration of their significance for many students, no examinations may be given and no assigned work may be required on these days. Students who observe these holidays will be given an opportunity to make up missed work in both laboratories and lecture courses. If an examination is given on the first class day after one of these holidays, it must not cover material introduced in class on that holiday. Students who wish to observe such holidays must inform their instructors within the first two weeks of each semester of their intent to observe the holiday even when the exact date of the holiday will not be known until later so that alternative arrangements convenient to both students and faculty can be made at the earliest opportunity.

Students who make such arrangements will not be required to attend classes or take examinations on the designated days, and faculty must provide reasonable opportunities for such students to make up missed work and examinations. For this reason it is desirable that faculty inform students of all examination dates at the start of each semester.

ACADEMIC HONESTY

“Members of the Jacksonville University community are expected to foster and uphold the highest standards of honesty and integrity, which are foundations for the intellectual endeavors we engage in.

To underscore the importance of truth, honesty, and accountability, students and instructors should adhere to the following standard:

“On my honor as a student of Jacksonville University, I promise to uphold the values of honesty, trust, fairness, respect, and responsibility in all my dealings with faculty, staff, and students.”

Academic misconduct occurs when a student engages in an action that is deceitful, fraudulent, or dishonest regarding any type of academic assignment that is intended to or results in an unfair academic advantage. In this context, the term “assignment” refers to any type of graded or ungraded work that is submitted for evaluation for any course. Academic misconduct includes but is not limited to cheating, collusion, falsification, misrepresentation, unauthorized collaboration on assignments, copying another student’s work, using or providing unauthorized notes or materials, turning in work not produced by the individual, attempting to get credit for a single instance of work submitted for more than one course, and plagiarism. Furthermore, providing deceitful, fraudulent, or dishonest information during discussions of an academic matter with faculty are also examples of academic misconduct.” (Jacksonville University Academic Integrity [Policy](#)).

Throughout this course we will be reading and reporting about the work of others. All information that is not original to the student must be appropriately attributed in both presentations and written work. All students are expected to do their own work and give

appropriate credit for all sources used in the process of preparing papers, presentations, and homework assignments. Group assignments will be graded based on the product of the work, although some adjustment may be made for participation. [If you have a question about whether or not collaboration is allowed, or how to cite a reference, please ask. It is always better to check than to be accused of an unintended violation of the academic honesty policy]. Violations of the academic honesty policy will be dealt with in accordance to university policies [Refer to current Academic Catalog “Academic Integrity and Misconduct”].

Course Level Penalties: A first offense may result in a failing grade for the assignment. Second offenses may result in failure in the course. Significantly egregious violations may result in expulsion from the university. When in doubt give credit for all information that did not come directly out of your head!

DISABILITY STATEMENT

Students with a documented disability requesting classroom accommodations or modifications, either permanent or temporary, resulting from the disability are encouraged to inform the faculty in the first week of the program.