



COURSE NUMBER AND TITLE: MGT 291 - Special Topics: Hospitality Management in Italy
(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

Hospitality is one of the largest service industries in the world. This course is about hospitality management and will provide an overview of basic professional management and illustrate customer service in the major areas of hospitality management, and segments of travel and tourism. The course will have a focus on the characteristics of the Italian market. Italy is one of the most popular global tourism destinations, and differently from other markets the local hospitality industry is still largely dominated by independent operators with limited presence of international groups and brands. The course will illustrate the current approach and methodologies for management of hotels and other tourism organizations. The key elements of service management and customer experience will be illustrated with examples, case studies and meetings with guest speakers. Students will discuss the latest developments, news and challenges in the hospitality business.

In today's world that is transitioning from the era of globalization to the new post pandemic order, the hospitality industry at large represents one of the fastest growing across continents. This industry is even of greater significance for those countries, such as Italy, that rely on

tourism for their economic growth. Hospitality represents a significant employment sector and is developing fast across the globe with new openings and new concepts. Business management in hospitality is a great career field for many young professionals with fine personalities and hands-on skills.

COURSE OBJECTIVES / LEARNING OUTCOMES

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

- Compare the structure of the hospitality and travel industries at international and local level of the Italian market
- Analyze why the Italian hospitality industry is based mostly on independent hotels
- Develop an awareness of strategies followed by international hotel brands to enter the Italian market
- Learn about the level of excellence provided by privately owned Italian luxury hotels in Sorrento-Amalfi Coast-Capri that often are top of the list on international ranking
- Explore the reasons why independent hotels achieve higher customer satisfaction while competing with international brands
- Explore the reasons why the adoption of sustainability and digital transformation is key in the hospitality & tourism industry
- Analyze how the cruise industry is shaped in Italy and Mediterranean region
- Investigate what drives international tourism demand to Italy and Sorrento in particular
- Assess the Italian offerings as a tourist destination and what is available in Campania and Sorrento-Amalfi Coast: places to visit, museums, art, monuments, heritage, food culture, wine production, culinary tradition and use of local agriculture products, Neapolitan music tradition, natural resources, local craftsmanship, entertainment, fashion, luxury manufacturing, experiences, events, etc.

FORMAT

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

REQUIRED TEXTS

Hospitality & Tourism Management, published by AHLEI

Digital access and/or copies will be provided at no cost to students. Slides and other material used by the lecturer and shared with class

EXAMS and ASSIGNMENTS

Grades will be based on:

- Reading Assignments: the textbook and additional articles as assigned in the lessons
- Homework Assignments and Final Group Work: there are assignments due throughout the course, and a final group work due at the end of the course.
- Mid term exam.
- Quizzes: online and offline quizzes are multiple choice, short answers and true/false questions.

More into details:

- Homework Assignments 20%
- Mid term exam 20%
- Final Paper 30%
- Class quizzes 15%
- General class participation and attendance 15%

Total 100%

Grades will be based on the above mentioned work areas with positive or negative considerations for attendance and participation in the class discussions. Note: A student who does not complete one of the written assignments or who is absent more than 4 times during the semester will not receive a passing grade regardless of the percent values of the individual assignments on the grounds that they have not completed all of the course requirements.

Participation:

A-range: Student has clearly read and thought about the texts/book chapters/articles under discussion and has contributed in nearly every discussion with thoughtful questions and comments that demonstrate an engagement with the readings, the presentations, and their classmates.

B-range: Student has clearly read and thought about the texts/book chapters/articles under discussion and has contributed regularly in discussion with thoughtful questions and comments that demonstrate an engagement with the readings, the presentations, and their classmates.

C-range: Student has read but has not demonstrated thoughtfulness towards the texts/book chapters/articles under discussion, or student has not clearly thoughtfully read on a regular basis.

OR Students have thoughtfully read on a regular basis but have not contributed to discussion regularly with thoughtful questions and comments that demonstrate an engagement with the readings, the presentations, and their classmates.

D-range: Student has not regularly read the texts/book chapters/articles under discussion OR student has not contributed to discussion on an intermittent basis.

F-range: Student has not regularly read the texts/book chapters/articles AND student has not contributed to discussion on an intermittent basis.

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

1. Introduction to Hospitality & Tourism management and the international market of travel and leisure.

2. Hospitality management as a service business.
3. The demand for hospitality & tourism services: what drives international tourism demand to Italy and Sorrento area in particular.
4. The structure of the hospitality and travel industry in different areas of the world and Italy. How are international hotel brands approaching the Italian market?
5. Overview of the Italian hospitality and travel industry: big players and independent hotels.
6. Managing hotels: organizational structure and management of operations.
7. Managing hotels: Key Performance Indicators (KPIs) and revenue management.
8. Managing hotels: marketing and sales.
9. Managing independent hotels with a focus on achieving high customer satisfaction.
10. Hospitality excellence in Italy: overview of the luxury hospitality segment in Italy and in the local area - Sorrento, Amalfi-Coast, and islands - where many iconic independently owned luxury hotels are located. Learning from local best in class hotels.
11. Managing independent hotels with a focus on achieving high customer satisfaction.
12. Introduction to sustainability and digital transformation and the benefits offered to the hospitality & tourism industry. How are Italian hotels adopting such approaches?
13. The cruise industry in Italy and Mediterranean, hospitality services with an Italian twist.
14. Transportation sectors and different tourism segments in Italy.
15. The depth of offering Italy provides as a tourist destination: what is available in Campania and Sorrento-Amalfi Coast, Capri and Ischia islands in terms of attractions, cultural institutions, art, historical and cultural heritage, natural resources, local craftsmanship, food culture, ancient traditions, etc.?

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.