



INB-421-101SA Global Business: Italy & Tourism

45 contact hours - 3 credits

Instructor: Davide de Gennaro (davide.degennaro@live.it)

Office Hours: Monday and Tuesday, 3:00-4:00PM, Sant'Anna Institute – Sorrento (Italy)

Course Description

The course presents concepts of tourism relating to food and geography, using Italy as its example. The course is relevant to students of all backgrounds, but was designed specifically for students of hospitality, business, and culinary arts. Students will study international organizations operating in tourism (i.e. WTO) and the different types of tourism, with particular attention paid to sustainable tourism.

Students will be asked to investigate the tourism geography of Italy, becoming familiar with the most important tourist sites in Italy and Campania (through several excursions).

Course Objectives / Learning Outcomes

At the end of the course the student will be able to do the following:

1. Describe the various players within the tourism industry;
2. Analyze the statistical features of various tourism resources;
3. Categorize the national and international importance of tourist sites in Italy for citizens and foreigners;

Required Texts

- Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2017). *Tourism: Principles and practice*. Pearson UK.
- Kimbu, A. N., & Ngoasong, M. Z. (2013). Centralised decentralisation of tourism development: A network perspective. *Annals of Tourism Research*, 40, 235-259.
- Lazeretti, L., & Petrillo, C. S. (Eds.). (2006). *Tourism local systems and networking*. Routledge.
- Park, H. Y. (2013). *Heritage tourism*. Routledge.
- Waligo, V. M., Clarke, J., & Hawkins, R. (2013). Implementing sustainable tourism: A multi-stakeholder involvement management framework. *Tourism management*, 36, 342-353.

Assessment

25%: Mid Term Evaluation

25%: Presentations

20%: Attendance and Participation

30%: Final Exam

Attendance and Participation: Students will study the chapters the instructor assigns and will be tested orally during each class.

Mid-Term and Final Exams: Multiple Choice, Short Answer and Long Essay.

Presentation: Students will make 30 minute presentations on a topic of their choice, approved by the professor.

Grading

Requirements include writing assignments and exams, as listed on the schedule below, which total 100 points. Students must earn 95 points to receive an A in the course, 90 for an A-, 87 for a B+, 83 for a B, 80 for a B-, 77 for a C+, 73 for a C, 70 for a C-, 67 for a D+, 63 for a D, and 60 for a D-. Students earning less than 600 points will receive an F.

Policies

- **Attendance:** Students are asked to sign an attendance sheet at the beginning of each class, although no formal penalty will be assessed for poor attendance.
- **Make-Up Exams:** Students who miss an assignment or exam for a valid reason must present documentation (from a medical doctor, a coach, a representative from student life, or other university official) to make it up.
- **Using Electronic Devices:** The use of laptop computers, tablets, cell phones, or any other electronic devices during class is prohibited unless explicitly authorized by the instructor. Students caught using such devices in class will be **penalized 5 points for each offense**.
- **Extra Credit:** In addition to the extra credit opportunities listed below on the schedule, the instructor may offer other extra credit opportunities, but students may earn no more than 15 extra credit points.
- **Academic Honesty:** Any act of academic misconduct in this course will result in an F for the assignment involved.

Schedule of Readings & Assignments

WEEK	TOPIC
	Introduction
	Defining tourism Forms of tourism Tourism industries
	The concept of market Public goods and merit goods
	The Individual Decision-Making Process Energizers and Effectors of Demand The image and the brand <i>Field trip (Sept 27th)</i>
	Nature and roles of destinations Key features of destinations Destination types
	Recapitulation Mid term test (Oct 9)
	Impacts of tourism

Typologies of tourists
Factors of tourism development
Commodification

Sustainability (Resources and degradation)

Attractions and urban regeneration
Developing attractions
Managing attractions

Accommodation diversity
Accommodation sector
ICTs and Internet

Events industry
Event Management
Events impacts
Social media and events

History of tour operating
Principal role of intermediaries
Online intermediaries

Mass tourism and transport
Transportation system
Transportation modes

Recapitulation
Final test (Dec 10th)
