



## MGT 291 - Special Topics: Hospitality Management in Italy

### 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:

Students completing this course will achieve the following objectives:

- Become acquainted with the social, economic and environmental context within which the hospitality & tourism industry operates at international and Italian market level
- Understand the structure, nature, and operating characteristics of the different sectors of the hospitality & tourism industry: food service, lodging, cruises, wellness, and events
- Obtain an appreciation of the various functions of hospitality management, including marketing, operations, finance and human resource management
- Understanding the challenges involved in managing hospitality in a market context strongly connected to the international demand
- Acquiring the skills necessary for work and communication in an inter-cultural environment in the international business
- Developing an awareness of, and a response to, the uncertainties and risks facing the hospitality sector in the new post pandemic era

**Learning outcomes:**

After completion of the course students will be expected to be able to:

- Compare the structure of the hospitality and travel industries at international and local level of the Italian market
- Understand why the Italian hospitality industry is based mostly on independent hotels
- Developing 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 rankings
- Understand how independent hotels achieve higher customer satisfaction while competing with international brands
- Appreciate why the adoption of sustainability and digital transformation is key in the hospitality & tourism industry
- Understand how the cruise industry is shaped in Italy and Mediterranean region
- Investigate what drives international tourism demand to Italy and Sorrento in particular
- Understand the depth of offering Italy provides 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.
- Appreciate why the travel and transportation industry is vital for tourism

**Course Requirements:**

General understanding of the basics in Management Studies.

Students will be asked to actively participate in the class lectures that include exercises, readings, quizzes and discussion of case studies. In addition, students will have to complete and present a final written group work. This will have to be completed no later than the deadline assigned by the lecturer.

Grades will be based on assigned works with positive or negative considerations for attendance and participation in the class discussions and activity. Note: A student who does not complete one of the 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.

**Attendance Policy:**

Both by school policy and Italian law attendance at all classes is required of all students. Even so, I will reward students (round a borderline grade up) for perfect or very good attendance, but I also have to penalize students who accrue more than two unexcused absences, so please do your very best to be here and to be engaged, participating, and “in the moment” when you are here. Students are expected to arrive at class on time, having completed the readings and written assignments due that day (see schedule below), in order to receive a passing or C grade.

Since some teaching material to be used in classes may be provided in electronic form, you will probably have a laptop or other electronic devices in front of you during the class sessions. Please take in consideration that those devices are not your friends, and that they may have a high negative impact on your ability to concentrate and make it far more difficult for you to stay focused and benefit from classroom education.

**Contesting a Grade:**

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

**Accommodation Policy:**

In order to be eligible for accommodations (i.e. extended time on exams and tests) you are required to present an official letter from your home institution indicating that you may receive support. The letter which normally comes from one's home campus Center for Academic Support must be presented to the administration prior to the drop/add deadline. A note provided by a home physician or counselor will not suffice. Any information provided will be treated as private and confidential.

**Academic Honesty Statement:**

Academic dishonesty is NOT tolerated in this course. Academic honesty is not only an ethical issue but also the foundation of scholarship. Cheating and plagiarism are therefore serious breaches of academic as well as personal integrity. If you refer to someone else work, appropriate references and citations must be provided.

**Grading:**

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 comprised of multiple choice, short answers and true/false questions.

| <b>Core components</b> | <b>% Grade</b> |
|------------------------|----------------|
| Homework Assignments   | 20%            |
| Mid term exam          | 20%            |
| Final Paper            | 30%            |

|  |             |
|--|-------------|
| Class quizzes                              | 15%         |
| General class participation and attendance | 15%         |
| <b>Total</b>                               | <b>100%</b> |

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.

**Grading Scale:**

|            |           |            |
|------------|-----------|------------|
| 95 - 100 A | 80 - 82 B | 67 - 69 D+ |
| 90 - 94 A- | 77- 79 C+ | 63 - 66 D  |
| 87 - 89 B+ | 73 -76 C  | 60 - 62 D- |
| 83 - 86 B  | 70 -72 C- | 60 - 0 F   |

**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 Student has thoughtfully read on a regular basis but has not contributed in 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 in discussion on an intermittent basis.

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

**Required Texts:**

- *Hospitality & Tourism Management*, published by AHLEI
- Slides and other material used by the lecturer and shared with class

**Week Course Outline:**

| Week | Topic  |
|------|--|
| 1    | Introduction to Hospitality & Tourism management and the international market of |

|    |  |
|----|--|
|    | travel and leisure   |
| 2  | Hospitality management as service business   |
| 3  | Understanding demand for hospitality & tourism services: what drives international tourism demand to Italy and Sorrento area in particular   |
| 4  | Comparing 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 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 of tourism segments in Italy.   |
| 15 | Understanding of the depth of offering Italy provides as a tourist destination and 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. |