



Università
degli Studi
di Palermo



dipartimento
scienze economiche
aziendali e statistiche

department
of economics
business and statistics

Tourism Systems and Hospitality Management

EDUCATIONAL OBJECTIVES

The course aims to:

- analyze territorial contexts;
- plan and manage projects for local tourism development;
- foster the necessary communication for the development and sustainable management of tourism systems, of hospitality and of food and wine traditions;
- spread advanced socioeconomic research methods in order to analyze the different components of the tourism system from both the demand and the supply sides.

PROFESSIONAL OPPORTUNITIES

- Planning, management and marketing of tourism systems;
- Events organization, management and marketing;
- Planning and marketing of territorial tourism systems;
- Territorial economic analysis and research on tourism market;
- Food and wine Tourism.

Internship opportunities in more than 300 accredited companies in Tourism and Hospitality sectors.

LIST OF SUBJECTS

1ST year:

DEMOGRAPHY; ECONOMIC HISTORY AND TOURISM: THEORIES AND FACTS; TOURISM ECONOMICS AND REGIONAL POLICY C.I.: Regional economic policy; Tourism systems economics; ADVANCED ENGLISH; HUMAN RESOURCES; STATISTICS FOR ECONOMICS & BUSINESS; MARKETING AND POSITIVE ORGANITATIONS FOR TOURISM C.I.: Marketing for tourism; Positive organizations in tourism; INTERNATIONAL TOURISM LAW or free subject

2nd year

ADVANCED TOURISM STATISTICS; AGRICULTURE AND FOOD SYSTEMS C.I.: Agri-food systems; Food and beverage; SPANISH; EVENTS MANAGEMENT; WEB MARKETING; FINANCIAL PLANNING AND CONTROL or GLOBAL MANAGEMENT AND CORPORATE STRATEGIES; Traineeship; Master's thesis (dissertation)

COURSE COORDINATOR

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University of Palermo

Department of Economics, Business and Statistics.

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For more information:

<https://www.unipa.it/dipartimenti/seas/cds/tourismsystemsandhospitalitymanagement2205/en/guide>

ADMINISTRATIVE AND DIDACTIC MANAGER

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Link of department:

<https://www.unipa.it/dipartimenti/seas>

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