



**Università
degli Studi
di Palermo**



dipartimento
scienze economiche
aziendali e statistiche

department
of economics
business and statistics

MASTER DEGREE IN 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.

COURSE COORDINATOR:

Name , mail, phone

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Direct link to the web site: bit.ly/2tnpwHX

LIST OF SUBJECTS

Teachings first year	credits	Term	Val.	Area	Scientific sector
17629 - ADVANCED ENGLISH(*) PAGANO (PC)	6.0	1	G	F	
18986 - TOURISM ECONOMICS AND REGIONAL POLICY - INTEGRATED COURSE(*) MAZZOLA (PO)	9.0	1	V		
TOURISM SYSTEMS ECONOMICS(*) RUGGIERI (RD)	6.0			B	SECS-P/06
REGIONAL ECONOMIC POLICY(*) MAZZOLA (PO)	3.0			C	SECS-P/02
18989 - ECONOMIC HISTORY AND TOURISM: THEORIES AND FACTS(*) SIMON (RD)	8.0	1	V	B	SECS-P/04
18990 - DEMOGRAPHY(*) Busetta (PA)	6.0	1	V	B	SECS-S/04
20742 - MARKETING AND POSITIVE ORGANIZATIONS FOR TOURISM - INTEGRATED COURSE(*) FORMICA (PC)	12.0	Yearly	V		
MARKETING FOR TOURISM(*) FORMICA (PC)	6.0			B	SECS-P/08
POSITIVE ORGANIZATIONS IN TOURISM(*) FORMICA (PC)	6.0			B	SECS-P/07
18547 - STATISTICS FOR ECONOMICS & BUSINESS(*) ARONICA (PC)	6.0	2	V	B	SECS-S/03
18992 - HUMAN RESOURCES(*) NEWMAN (PC)	6.0	2	V	B	SECS-P/10
Free subjects (suggested)	8.0			D	

Teachings second year	credits	Term	Val.	Area	Scientific sector
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Teachings second year	credits	Term	Val.	Area	Scientific sector
13121 - PRACTICE(*)	10.0	1	G	F	
18994 - SPANISH(*)	8.0	1	V	B	L-LIN/07
18995 - ADVANCED TOURISM STATISTICS(*) DE CANTIS (PO)	6.0	1	V	B	SECS-S/05
18996 - AGRICULTURE AND FOOD SYSTEMS - INTEGRATED COURSE(*) COLUMBA (PO)	10.0	1	V		
FOOD AND BEVERAGE(*) LIGUORI (PA)	4.0			C	AGR/03
AGRI-FOOD SYSTEMS(*) COLUMBA (PO)	6.0			B	AGR/01
05917 - FINAL EXAMINATION(*)	10.0	2	G	E	
19006 - WEB MARKETING(*) ANDRE (PC)	3.0	2	G	F	
19009 - EVENTS MANAGEMENT(*) ANDRE (PC)	6.0	2	V	B	SECS-P/08
Optional subjects	6.0			C	

Elective activities

Elective activities

Free subjects (suggested)	credits	Term	Val.	Area	Scientific sector
18993 - INTERNATIONAL TOURISM LAW(*) ANSELMO (PC)	8.0	2	V	D	IUS/06

Optional subjects	credits	Term	Val.	Area	Scientific sector
19004 - FINANCIAL PLANNING AND CONTROL(*) QUARCHIONI (RD)	6.0	2	V	C	SECS-P/07
22003 - STRATEGY AND YIELD AND REVENUE MANAGEMENT C.I.(*) MOCCIARO LI DESTRI (PO)	6.0	2	V		
STRATEGY(*) MOCCIARO LI DESTRI (PO)	3.0			C	SECS-P/08
YIELD AND REVENUE MANAGEMENT(*)	3.0			C	SECS-P/08

Explanation

Term	Term/Semester
Val.	Valutation: V = mark in 30/30, G = note
(*)	Teaching attended in english

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