



Tourism Management

Prof. Lamberto Zollo, University of Florence

SHORT COURSE DESCRIPTION

The goal of the course is to (1) learn the theoretical foundations of tourism management, specifically focusing on its main concepts, strategies and opportunities; and (2) get actively involved with practical challenges of real managers and policy makers of tourism and destination management. This course aims at providing a comprehensive understanding of the concept and scope of the tourism industry in general and of destination management in particular. Taking an integrated and comprehensive approach, lessons will focus on both the macro (environmental and institutional) and micro (organizational and business) aspects of tourism management and destination management organizations. Moreover, the students will assess real cases of tourism management to plan and design a group project aimed at enhancing the socio-economic effectiveness and attractiveness of a real destination.

READING MATERIALS

Textbooks

Morrison, A. M. (2013). Marketing and managing tourism destinations. Routledge, New York.
Wang, Y., & Pizam, A. (Eds). (2011). Destination Marketing and Management: Theories and Applications. CABI International.

COURSE REQUIREMENTS AND GRADING

Students are responsible for all reading assignments, handouts, and lecture materials. Students who miss class are expected to make arrangements with fellow students for lecture material.

	<i>Grading</i>
Class participation	30%
Group project	30%
Final exam	40%

A grade of 60 or above is considered as a passing grade.

Class participation

Students are required to be actively involved during classes. The class participation grade will be based on the frequency and quality of your comments and discussion to the several questions that will arise during the lessons. Students will be evaluated on how well they respond to the questions and how effectively they take into account the answers and comments of the other students.

Group project

Students will form team-works aimed at evaluating a specific destination using the managerial and economic frameworks analyzed during the class lectures. The main objective of the group project is to plan and design a strategic intervention aimed at enhancing the attractiveness and socio-economic effectiveness of a real destination with a tourism-based strategic approach.

Final exam

At the end of the course there will be an oral exam for each student that will cover material presented in class lectures, textbook chapters, and class discussions.

COURSE SCHEDULE

– WEEK I –

Thursday (25 June) General introduction to the course; the tourism industry

Friday (26 June) Tourism Management: concepts, structures and policies

– WEEK II –

Monday (29 June) Managing Stakeholder and Environmental analysis

Tuesday (30 June) Strategic management external & internal analyses

Wednesday (1 July) Destination management organizations (DMOs) in the tourism industry

Thursday (2 July) Strategy & leadership in DMOs management and planning

– WEEK III –

Monday (6 July) How to create a successful tourism destination strategic decision making process

Tuesday (7 July) The driving factors tourism and destination management: theory & practice

Wednesday (8 July) Travel motivations, benefits, and constraints to destinations

Thursday (9 July) Understanding the tourist decision making: from the “funnel” to the “journey”

– WEEK IV –

Monday (13 July) How to “revitalize” a destination using a strategic management approach

Tuesday (14 July) E-tourism and Tourism Management in Web 2.0: the role of social media

Wednesday (15 July) Sustainable tourism: managing economic, environmental and social

sustainability

Thursday (16 July) The future of tourism management

Friday (17 July) Final exam

***This schedule may be revised, if needed. Changes to the schedule will be announced in class.**