



INB-421-101SA Global Business: Italy & Tourism
Monday and Tuesday, 6:00-7:30PM, Sorrento (Italy)
Sant'Anna Institute, Fall 2019 (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). The third module of the course will be dedicated to a very important kind of tourism in Italy and of the Campania: Food and Wine Tourism.

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;
4. Identify the main characteristics of Food and Wine Tourism in Italy.

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
1 (Aug 27)	Introduction
2 (Sep 2-3)	Defining tourism Forms of tourism Tourism industries
3 (Sep 16-17)	The concept of market Public goods and merit goods
4 (Sep 23-24-27)	The Individual Decision-Making Process Energizers and Effectors of Demand The image and the brand <i>Field trip (Sept 27th)</i>
5 (Sep 30- Oct 1)	Nature and roles of destinations Key features of destinations Destination types
6 (Oct 7-8-10)	Recapitulation Mid term test (Oct 9)
7 (Oct 21-22-24)	Impacts of tourism

	Typologies of tourists Factors of tourism development Commodification
8 (Oct 28-29)	Sustainability (Resources and degradation)
9 (Nov 4-5)	Attractions and urban regeneration Developing attractions Managing attractions
10 (Nov 11-12)	Accommodation diversity Accommodation sector ICTs and Internet
11 (Nov 18-19)	Events industry Event Management Events impacts Social media and events
12 (Nov 25-26)	History of tour operating Principal role of intermediaries Online intermediaries
13 (Dec 2-3)	Mass tourism and transport Transportation system Transportation modes
14 (Dec 9-10)	Recapitulation Final test (Dec 10th)