



ALMA MATER STUDIORUM - UNIVERSITÀ DI BOLOGNA
FACOLTÀ DI ECONOMIA, RIMINI CAMPUS

and



Higher Tourism Education: Issues and Practices

An international conference organized by the University of Bologna, Rimini campus, Faculty of Economics and by Scuola Superiore di Scienze Turistiche.

October, 16th – 17th 2009, Rimini, Italy

CONFERENCE PROGRAMME

Thursday - October 15th

21,00: Concert

Friday – October 16th

9.00-10.00: WELCOME ADDRESS (ROOM A1)

Dott. Andrea Babbi	<i>(Amministratore Delegato APT Servizi, Rimini)</i>
Prof. Corrado Benassi	<i>(Dean, Faculty of Economics, Rimini Campus, University of Bologna)</i>
Prof. Giorgio Cantelli Forti	<i>(Chairman, Polo Scientifico Didattico of Rimini, University of Bologna)</i>
Dr. Luciano Chicchi	<i>(Chairman, Uni.Rimini Spa)</i>
Prof. Marcella Gola	<i>(Direttrice della Scuola Superiore di Scienze Turistiche)</i>
Ass. Samuele Zerbini	<i>(Ass. Politiche educative e scolastiche, Università, Comune di Rimini)</i>
Prof. Armando Peres	<i>(Consigliere Ministro, Ministero Turismo, Roma)</i>
Representative of UNWTO.Themis Foundation	

10.00-11.00: INVITED LECTURE (ROOM A1)
Prof. Maria Gravari Barbas (*Coordinator, Chair UNESCO Tourisme, Culture et Développement and coordinator UNITWIN network*)

11.00-12.45: PARALLEL SESSIONS

PANEL A (ROOM A1) – HISTORY AND TOURISM

Chair: Patrizia Battilani (*University of Bologna*)

Claudio Visentin (*Università della Svizzera italiana, Lugano, Switzerland*)
HISTORY OF TOURISM, HISTORY FOR TOURISM

John K. Walton (*Leeds Metropolitan University, UK*)
ENHANCING THE TOURISM CURRICULUM THROUGH TOURISM HISTORY

Angela Fontemaggi, Orietta Piolanti (*Musei Comunali*) and Errica Dall'Ara (*Settore Turismo del Comune di Rimini, Italy*)
THE CITY MUSEUMS AND THE CULTURAL HERITAGE OF RIMINI

Margarita Dritsa (*University of Athens, Greece*)
GREEK TOURISM EDUCATION IN HISTORICAL PERSPECTIVE

PANEL B (ROOM A2) – SYSTEMS OF EDUCATION IN TOURISM

Chair: Fabio Zagonari (*University of Bologna*)

Patricia Carrera (*Escuela de Hotelería y Turismo, Facultad de Ciencias Humanas, Pontificia Universidad Católica del Ecuador, Quito, Ecuador*)
SYSTEM OF ACADEMIC MANAGEMENT OF THE SCHOOL OF TOURISM AND HOSPITALITY OF THE CATHOLIC UNIVERSITY OF ECUADOR

Daneel van Lill (*Faculty of Management, University of Johannesburg, South Africa*)
PERCEPTIONS OF SOUTH AFRICAN SCHOOL LEAVERS TOWARDS A CAREER IN TOURISM AND HOSPITALITY

Marcela Palacio Mata (*Instituto de Gastronomía de la Universidad Anáhuac México Sur*)
THE UNIVERSITY CURRICULUM AS A FUNDAMENTAL TOOL IN TEACHING TOURISM IN MEXICO: THE CASE OF UNIVERSIDAD ANÁHUAC MÉXICO SUR

PANEL C (ROOM A3) – DEMAND AND SUPPLY OF TOURISM EDUCATION

Chair: Maria Gabriella Baldarelli (*University of Bologna*)

Carlos Fernandes (*Polytechnic Institute of Viana do Castelo, Portugal*)
BRINGING TOURISM EDUCATION CLOSER IN LINE WITH THE TOURISM LABOUR MARKET: A CASE STUDY IN PORTUGAL

Jarmo Ritalahti (*HAAGA-HELIA University of Applied Sciences*)
NEW METHODS IN TOURISM TEACHING/SKILL REQUIREMENTS BY THE TOURISM INDUSTRY: PORVOO CAMPUS 2010

Milan Culic (*The Centre for Tourism Research and Studies, Executive*)
CROSS TRAINING PROGRAMS AS THE WAY FORWARD IN STUDENT DEVELOPMENT

12.45-14.15: LUNCH

14.15-16.15: PLENARY SESSION (ROOM A1)

PRESENTATION UNWTO/SEGIB STUDY ON HUMAN RESOURCES IN IBEROAMERICA: GAPS BETWEEN SUPPLY AND DEMAND

Chair: Hazael Cerón M. (*Instituto Politécnico Nacional de México*)

Hazael Cerón M. (*Instituto Politécnico Nacional de México*)

STUDY ON SUPPLY AND DEMAND FOR TRAINING OF HUMAN RESOURCES IN THE TOURIST SECTOR IN LATIN AMERICA. GENERAL ANALYSIS

Patricia Carrera (*PUCE Quito, Ecuador*)

ECUADOR, VENEZUELA, BOLIVIA AND CHILE. SUPPLY AND DEMAND ANALYSIS

Adilia Ramos (*Escola Superior de Educacao de Coimbra, Portugal*)

BRASIL AND PERÚ. SUPPLY AND DEMAND ANALYSIS

Estefanía Osorio Acosta (*Universidad Politécnica de Valencia, España*)

ARGENTINA, PARAGUAY AND URUGUAY. SUPPLY AND DEMAND ANALYSIS

16.15-16.45: COFFEE BREAK

16.45-18.15: PARALLEL SESSIONS

PANEL D (ROOM A1) – BEST PRACTICES IN TOURISM

Chair: Paolo Figini (*University of Bologna*)

Romano Gino Segrado Pavon, Lucinda Arroyo Arcos and Karina Amador Soriano (*Quintana Roo University, Mexico*)

BEST PRACTICES IN TOURISM EDUCATION AT QUINTANA ROO UNIVERSITY, MEXICO

M^a Rosa García Sánchez (*Universidad de Sevilla*) and Claudia G. Green (*Pace University, New York*)

SERVICE-LEARNING AS AN INNOVATIVE AND USEFUL TEACHING METHOD FOR TOURISM STUDIES

Denisa Krbec (*University of Pula, Croatia*)

IN SEARCH OF THE BEST PRACTICES' MODEL FOR CROATIAN TOURISM EDUCATION

PANEL E (ROOM A2) – EVALUATION OF TOURISM STUDIES

Chair: Franco Nardini (*University of Bologna*)

Fiorella Dallari, Silvia Grandi and Valeria Macchini (*University of Bologna*)

EXPANDING THE HIGHER EDUCATION EXPERIENCE: INTERNATIONAL SUMMER SCHOOLS IN TOURISM

Maria Ersilia Lattanzi (*Comune di Bologna, Italy*)

NO PROMOTION WITHOUT KNOWLEDGE, AN EXPERIENCE OF PROFESSIONAL TRAINING

Daneel van Lill (*Faculty of Management, University of Johannesburg, South Africa*)

IMPACT OF INDUCTION AND WORK INTEGRATED LEARNING PRACTICES ON THE STAYING INTENTIONS OF HOSPITALITY MANAGEMENT GRADUATES

20.30: CONFERENCE DINNER

Saturday – October 17th

9.00-10.30: PARALLEL SESSIONS

PANEL F (ROOM A1) – NEW MISSIONS FOR TOURISM EDUCATION

Chair: Fabio Zagonari (*University of Bologna*)

Costanza Peverati (*Center for Tourism Studies, Catholic University of Brescia, Italy*)

INTERCULTURAL AND INTERLINGUISTIC MEDIATION SKILLS IN THE TOURIST SECTOR.
EDUCATIONAL NEEDS AND (SOME) PROPOSALS

Moira Kostic Bobanovic and Jasmina Grzinic (*Jurja Dobrile University, Pula, Croatia*)

THE IMPORTANCE OF ENGLISH LANGUAGE SKILLS IN THE TOURISM SECTOR: A COMPARATIVE
STUDY OF STUDENTS/EMPLOYEES PERCEPTIONS IN CROATIA

Aurora Pedro (*Universidad de Valencia, España*)

NEW NETWORKS IN TOURISM EDUCATION: TOURISM AS TOOL OF INTERNATIONAL
COOPERATION TO DEVELOPMENT.

Loreto Ibañez (*UNWTO.TedQual Programme Manager*)

THE NEW MISSION OF TOURISM EDUCATIONAL PROGRAMMES REGARDING THE STUDENTS,
EMPLOYEES AND SOCIETY

PANEL G (ROOM A3) – TEACHING ACCOUNTING AND NEW CHALLENGES IN TOURISM EDUCATION

Chair: Paolo Figini (*University of Bologna*)

Ninel Nesheva-Kiosseva (*New Bulgarian University, Sofia, Bulgaria*)

TEACHING ACCOUNTING IN HIGHER EDUCATION OF TOURISM: COMPARATIVE ANALYSES:
BULGARIA (PRIVATE-PUBLIC) / RUSSIA (PRIVATE-PUBLIC) HIGHER EDUCATION INSTITUTIONS

Maria-Gabriella Baldarelli (*University of Bologna*)

NEW CHALLENGES IN TEACHING ACCOUNTING AND REPORTING IN TOURIST ENTITIES

Ineta Luka, Janis-Eriks Niedritis and Agita Donina (*School of Business Administration, Turība, Latvia*)

CHALLENGES OF TOURISM EDUCATION: EMOTIONS VERSUS BUSINESS

10.30: COFFEE BREAK

11.00-13.00: UNWTO.TEDQUAL ROUNDTABLE (ROOM A1)

**THE UNWTO.TEDQUAL PROGRAMME AND ITS CONTRIBUTION TO QUALITY IMPROVEMENT:
SOME RECENT INNOVATIONS**

13.00- 15.00: CONFERENCE CLOSING and LUNCH (local food and wine tasting)

15.00-17.00: GUIDED TOUR OF THE CITY OF RIMINI

CONFERENCE WEB SITE:

<http://www.economiarimini.unibo.it/economia+rimini/tourismeducation.htm>

CONVENORS:

University of Bologna, Rimini campus, Faculty of Economics-Rimini
in collaboration with
SSST - Scuola Superiore di Studi Turistici

SCIENTIFIC BOARD:

Prof.ssa Maria-Gabriella Baldarelli
Prof.ssa Patrizia Battilani
Prof. Corrado Benassi
Prof.ssa Fiorella Dallari
Prof. Paolo Figini
Prof. Franco Nardini
Prof. Fabio Zagonari.

CON IL PATROCINIO DI / UNDER THE SUPPORT OF:



Comune di Rimini



Camera di Commercio
Rimini



PROVINCIA
DI RIMINI

SECRETARIAT:

COMUNICAZIONE & EVENTI

Via Punta di Ferro 2L, 47122 Forlì (FC) – Italy
Tel. +39 0543 720 901 – Fax +39 0543 807 736
info@comunicazioneventi.it