



COURSE DETAILS

"SOCIAL MEDIA DATA ANALYSIS"

SPS07*

DEGREE PROGRAMME: HOSPITALITY MANAGEMENT

ACADEMIC YEAR: 2021-2022

GENERAL INFORMATION – TEACHER REFERENCES

TEACHER: LEANDRO LIMOCCIA/GIUSEPPE LUCA DE LUCA PICIONE

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GENERAL INFORMATION ABOUT THE COURSE

INTEGRATED COURSE (IF APPLICABLE):

MODULE (IF APPLICABLE):

CHANNEL (IF APPLICABLE):

YEAR OF THE DEGREE PROGRAMME (I, II, III): I

SEMESTER (I, II): I

CFU: 5

REQUIRED PRELIMINARY COURSES (IF MENTIONED IN THE COURSE STRUCTURE “ORDINAMENTO”)

Nothing.

LEARNING GOALS

The goal of this course is to provide students with proficiency in developing their ability to identify key elements of tourism sociology; understand the subject matter of responsible communities in social tourism; and become a part of them to introduce new forms of management. This course will provide students with fundamental knowledge relating to: Sociology and Social Media, Sociology and Storytelling.

EXPECTED LEARNING OUTCOMES (DUBLIN DESCRIPTORS)

Independent thinking: Social enterprises can be planned, modified, shaped by social actors. Students, therefore, must learn to interact with them competently.

Communication skills: Students should be able to deliver a clear presentation of their arguments, with highlighting of significant points, using discipline-specific language and vocabulary.

Knowledge and understanding

The learner should be able to demonstrate basic knowledge of:

- a. Sociology and Tourism.
- b. Sociology, culture, responsible communities and social web.
- c. Sociology, social tourism, the effects of globalisation on the tourism industry, confiscated mafia assets and social economy.

Applying knowledge and understanding

Students must explore the topics in depth, using resources beyond the textbooks and teaching curriculum, actively participating in the debate on sociology and tourism; sociology and responsible communities, confiscated assets and social economy; social tourism and environmental protection, through supplementary reading, international media in particular, and participation in seminars and cultural events.

COURSE CONTENT/SYLLABUS

Prof. Limoccia:

- First part/teaching units:
 - I Travel, individual conscience and the social dimension;
 - II The development of sociology of tourism in Italy;
 - III New forms of communication in tourism and customer relationship management;
 - IV The culture of responsible tourism, communities and social web;
 - V Social tourism and globalisation of the tourism industry.
 - VI Confiscated mafia assets and social economy.
- Second part/tour and case studies:
 - Visit confiscated mafia assets: Villa Fernandes in Portici and Castello Mediceo in Ottaviano: exploring responsible tourism, stories of resistance, anti-mafia and social innovation. Case studies: Land and mafias; Mafias and urban planning.
- Interviews and testimonies.
- Third part/ project work:
 - Social tourism, confiscated assets, and social economy.

Prof. De Luca Picione

First part / teaching units: Sociological studies on communication in new media; II The sociological approach to social media marketing; III Narrative spaces; IV Stories in the current tourist reality: building on the experiential turning point; V New directions in tourist storytelling; VI Emerging trends and web tourism.

Second part / tour and case studies: Visit to the Archaeological Museum of Naples: Iliad, Homer: the beauty of Baricco's tale; Presentation of the book by Antonio Emanuele Piedimonte: Procida. Historical and literary guide to the secrets of the island. Myths, legends, tales, mysteries, nature and curiosities, Millennium Edizioni.

Third part / project work: Analysis of the social data of tourism making in the islands of Naples, Procida and Ischia

READINGS/BIBLIOGRAPHY

Prof. Giuseppe De Luca Picione: Cohen, S. A., Cohen, E. (2017), New Directions in the Sociology of Tourism, Current Issues in Tourism, 22, 2019, 153-172; De Fina, A., Storytelling and audience reactions in social media, Language in Society, 45, 2016, 473-498; Lund, N.F., Cohen, S. A., Scarles, C., The power of social media storytelling in destination branding, Journal of Destination Marketing & Management, 8, 2018, 271-280; Moscardo, G., The story turn in tourism: forces and futures, Journal of tourism futures, 2020, 168-173; Monaco, S., Tourism and the new generations emerging trends and social implications in Italy, Journal of tourism futures, 2018, 7-15.

TEACHING METHODS

The final grade will be calculated based on the course credits of each module, consisting of: Module *Statistics* 5 course credits 50%; Module *Sociology I* 3 course credits 30%, Module *Sociology II* 2 course credits 20%

EXAMINATION/EVALUATION CRITERIA

a) Exam type:

Exam type	
written and oral	X
only written	
only oral	
project discussion	
other	

In case of a written exam, questions refer to: (*)	Multiple choice answers	
	Open answers	
	Numerical exercises	

(*) multiple options are possible

b) Evaluation pattern:

The assessment of the project will depend on the accuracy of the answer, the clarity of the presentation, and the ability to make connections.

The assessment of the oral test will depend on the accuracy of the answer, the clarity of the presentation, and the ability to make connections.