



COURSE DESCRIPTION SOCIAL MEDIA DATA ANALYSIS

SSD: SOCIOLOGIA GENERALE (SPS/07)

DEGREE PROGRAMME: HOSPITALITY MANAGEMENT (P31)
ACADEMIC YEAR 2025/2026

COURSE DESCRIPTION

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GENERAL INFORMATION ABOUT THE COURSE

INTEGRATED COURSE: U2629 - STATISTICS AND SOCIAL MEDIA DATA ANALYSIS
MODULE: U2631 - SOCIAL MEDIA DATA ANALYSIS
TEACHING LANGUAGE: ITALIANO
CHANNEL:
YEAR OF THE DEGREE PROGRAMME: III
PERIOD IN WHICH THE COURSE IS DELIVERED: SEMESTER I
CFU: 5

REQUIRED PRELIMINARY COURSES

None

PREREQUISITES

None

LEARNING GOALS

Making judgments: social innovation enterprises can be designed, modified, shaped by social actors. Therefore, it is important that students learn how to interact with them competently.
Communication skills: Students must clearly present their arguments in relation to the main concepts by applying the language and vocabulary of the discipline.
Learning skills: Each student is required to deepen the various topics beyond the texts and curricular teaching, actively participating in the debate on sociology and tourism; sociology and responsible communities, confiscated assets and social economy; social tourism and defense of the territory through supplementary readings, in particular international media, and participation in

seminars and cultural events.

EXPECTED LEARNING OUTCOMES (DUBLIN DESCRIPTORS)

Knowledge and understanding

The student must demonstrate that he possesses the fundamental knowledge regarding:

a. Sociology and Tourism;

b. Sociology, culture, responsible communities and social web;

c. Sociology, social tourism, globalization of the tourist market, assets confiscated from the mafias and social economy.

Applying knowledge and understanding

Starting from the socio-psychological reference, we tend to understand the motivations to travel and the effects produced by the journey itself on the subject and his relationships and formulate hypotheses on the evolution of modern tourism.

At the same time, through case studies and the assets confiscated from the mafias, on the one hand, we want to understand the evolution of economic crime, the politics and activities of the social anti-mafia and on the other how the management of confiscated assets is a job opportunity in the tourism sector and in the social economy.

COURSE CONTENT/SYLLABUS

First part/didactic units:

I: Travel, individual conscience and social dimension;

II: Paths of the sociology of tourism in Italy;

III: The new forms of tourist communication and the strategies of tourist relations;

IV: The culture of responsibility, tourism communities and social web;

V: Social tourism and globalization of the tourist market.

VI: Assets confiscated from the mafias and social economy

Second part/tour and case studies:

Visit to assets confiscated from the mafias such as Villa Fernandes in Portici or the Medici Castle in Ottaviano: discovering responsible tourism, stories of resistance, anti-mafia and social innovation.

Case studies: Land and mafias. Mafias and urban planning. Interviews and testimonials.

Third part/ project work:

Social tourism, assets confiscated from the mafias and social economy.

READINGS/BIBLIOGRAPHY

L. Limoccia, Criminalità economica e casi studio, Edizioni Scientifiche Italiane, Napoli, 2017;

E. Nocifora, Turismo, società, patrimonio, Wolters Kluver, Milano 2019;

S. Spillare, Cultura della responsabilità e sviluppo locale. La società globale e le comunità responsabili del turismo e del cibo, FrancoAngeli, Milano 2019;

R. Fontana, E. Sacco (a cura di), Conflitto, partecipazione e decisionismo nello sviluppo locale, FrancoAngeli, Milano 2011

Students attending the course will receive teaching material

TEACHING METHODS OF THE COURSE (OR MODULE)

Lectures with exercises and text readings.

The students will visit a property confiscated to camorra as part of the teaching sessions.

EXAMINATION/EVALUATION CRITERIA

a) Exam type

- Written
- Oral
- Project discussion
- Other

In case of a written exam, questions refer to

- Multiple choice answers
- Open answers
- Numerical exercises

b) Evaluation pattern

Formative assessment is aimed at targeting learning levels and at reviewing program contents to verify the objectives achieved. Different verification methods and tools are used in the teaching activity to allow the acquisition of a global vision of the student's potential.