

Marketing Italy: Hospitality & Tourism

Summer 2022

Visit <http://meredith.edu/oip> for Study Abroad 101, Study Abroad Advising, and Funding Workshops.

Application Deadline

Program applications accepted until **February 15, 2022**. Click "[Apply to Study Abroad](#)" to begin your online application.

Dates

July 17 – July 31, 2022

Requires multiple pre- and post-program summer school class sessions at Meredith.

Location

Live in the heart of Tuscany at Meredith's Italian palazzo in Sansepolcro, Italy! Group excursions include Anghiari, Perugia, and Assisi, as well as multi-day explorations of Florence and Rome.

Journey Highlights

Italy has been, since antiquity, the center of history, culture, and art. Join us on an engaging, delicious, and fun-filled journey of discovery as we explore Italy's proven recipe for success in delivering its unique cultural tourism products, services, and experiences to the global tourism market.

This program is based in Meredith's home in Sansepolcro, the Palazzo Alberti. Within its sixteenth-century walls, Sansepolcro contains numerous ancient and beautiful buildings—palaces, churches, museums, hotels, restaurants, and shops. Sansepolcro provides a wonderful, comfortable, friendly, and safe place to experience and study the Italian way of life.

From Sansepolcro, we will venture on day trips to charming nearby towns of Anghiari, Perugia, and Assisi, as well as overnight excursions to the booming tourism capitals of Florence and Rome. Through the lenses of hospitality, tourism, marketing, and branding, we will explore how visitors to Italy engage with local culture through history, art, language, music, architecture, and religion. From small family-owned businesses to large city-wide festivals, we will see first-hand how social, cultural, political, and economic differences provide unique challenges and opportunities within the Italian business and hospitality landscape.

Students in the program will earn six hours of academic credit to fulfill multiple major, minor, and general education requirements. Courses will meet for two nights a week on campus before departing to Italy. Upon returning to the U.S., students will have two more class meetings to debrief experiences and present reports.

Note: While this brochure describes what we plan to offer in summer 2022, Meredith College Office of International Programs reserves the right to make changes to the program itinerary, program capacity limits, schedule, cost, academic program, etc., as necessary.

Faculty

Professor Michael Altman, Program Director & Instructor, Hospitality and Tourism Management, maaltman@meredith.edu

Dr. Kelly Wilder, Assistant Professor of Marketing, kwilder@meredith.edu

Courses – 6 credits, all required

BUS 314: International Business Study Abroad (3 credits)

Dr. Kelly Wilder

Fulfills Global Perspective, BUS 310 International Business or a Business elective

A study of the policies, institutions, and practices of international business and trade, with emphasis on the similarities and differences between US and Italian/European business practices. Prerequisites: BUS 300 or BUS 303 and ECO 100.

HOS 315: International Hospitality and Tourism (3 credits)

Professor Michael Altman

Fulfills elective credit for HOS majors or Business elective

A study of the economic, community and environmental impact of hospitality and tourism to another country's culture and economy; how tourists engage with an international destination's culture; how that destination develops, markets and delivers cultural tourism products, services and experiences to the global tourism market; and the collective responsibility of the private sector and government in ensuring that local tourism benefits contribute to the world's sustainable development goals.

Cost

Meredith School of Business applicants will receive scholarships of at least \$500

\$3,450 includes:

- \$100 non-refundable application deposit
- Tuition for 6 Meredith College credits
- Accommodations in Italy
- Weekday breakfasts and lunches
- Academic excursions to Assisi, Perugia, Anghiari, Rome, and Florence
- Survival Italian language class
- Coach transport to Sansepolcro
- On-site support from Meredith faculty and staff
- Pre-departure orientation and resources

Additional expenses include:

- Round-trip airfare – \$1,700
- Passport (if applicable) – \$150
- International health insurance – \$46
- International cell phone plan – \$150
- Independent travel and personal spending – \$500

Note: Estimates are based on previous student reports. Your spending habits may differ.

Scholarships and Financial Aid

Additional study abroad funding is available. Register for a Funding Workshop and access the study abroad scholarship application at <http://meredith.edu/oip>. **Scholarship deadline: February 15, 2022.**

COVID-19 Health and Safety Considerations

The Office of International Programs, in partnership with Meredith's Health Center, will continue monitoring daily the following resources regarding coronavirus and international travel:

- CDC
- U.S. State Department
- Overseas Security Advisory Council
- World Health Organization
- American College Health Association
- NAFSA: Association of International Educators professional listserv and the Forum on Education Abroad (peer institution responses)
- Cultural Insurance Services International (CISI) updates
- Email announcements and communications from affiliate study abroad providers
- Multiple news outlets

All study abroad participants are required to be fully vaccinated against COVID-19. This includes recommendations by the CDC and host countries at the time of program departure, including but not limited to boosters, vaccine timelines, etc.