Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Ökonomie des nachhaltigen Tourismus
Code der Lehrveranstaltung	31012
Zusätzlicher Titel der Lehrveranstaltung	
Wissenschaftlich-disziplinärer Bereich	AGRI-01/A
Sprache	Englisch
Studiengang	Master in Tourismusmanagement
Andere Studiengänge (gem. Lehrveranstaltung)	
Dozenten/Dozentinnen	Dott. Giovanni Maria Mazzanti, GiovanniMaria.Mazzanti@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/51225
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Erstes Semester
Studienjahr/e	2
KP	6
Vorlesungsstunden	36 Online
Laboratoriumsstunden	-
Stunden für individuelles Studium	-
Vorgesehene Sprechzeiten	18 Online
Inhaltsangabe	The course explores : • Tourism, sustainability and its assessment. Environmental impacts of tourism, including climate change, water and energy resource management, and the social implications for local communities and culture • How to minimize negative impacts, incorporate sustainable principles into destination planning, and measure fair and

	sustainable well-being • Development of sustainable tourism practices • Micro and macroeconomic tools to understand tourism demand, supply, market dynamics, and the economic role of tourism in a sustainable manner
Themen der Lehrveranstaltung	Theories and Models of Sustainability Measuring Sustainability in Tourism Sustainability Research and Methods Applied to Tourism The Economic Dimension of Sustainability Current Issues and Future Challenges
Stichwörter	Economics Sustainability Tourism
Empfohlene Voraussetzungen	
Propädeutische Lehrveranstaltungen	
Unterrichtsform	Lectures and group presentations.
Anwesenheitspflicht	-
Spezifische Bildungsziele und erwartete Lernergebnisse	INTENDED LEARNING OUTCOMES (ILO) ILO 1: KNOWLEDGE AN DUNDERSTANDING ILO 1.1 The student acquires the competence to apply knowledge and understanding about the role of tourism in the economic development of communities, regions and nations. ILO 1.2 The student acquires the ability to identify and analyse tourism-induced environmental and social problems and to understand their interdependencies and contexts, applying theories and methods and developing explanatory approaches. ILO 2. ABILITY TO APPLY KNOWLEDGE AND UNDERSTANDING ILO 2.1 The student acquires specific skills in spatial planning and economic models related to tourism development. ILO 2.2 The student also acquires the ability to read and understand economic analyses. ILO 2.3 The contextual and multidisciplinary approach enables students to holistically consider operational, sectoral, economic and social requirements and environmental problems in decision-

	making processes. ILO 2.4 Areas of knowledge application include the micro, meso and macro levels and include the acquisition of skills necessary for policy advice and business strategy development. ILO 2.5 In addition, there are skills that have their basis in behavioural economics, decision theory and consumer behaviour research, skills that are particularly important in empirical analysis, as well as in ex-ante forecasting and scenarios in the context of future-oriented questions. ILO 2.6 The skills developed can be applied in regional, national and international contexts. ILO 3: AUTONOMY OF JUDGEMENT ILO 3.1 Acquiring the ability to relate models and empirical evidence in the study of tourism businesses, associations, consortia and destinations ILO 4: COMMUNICATION SKILLS ILO 4.1 The Master's degree graduate will be able to communicate effectively in oral and written form the specialised contents of the individual disciplines, using different registers depending on the recipients and the communicative and didactic purposes, and to evaluate the formative effects of his/her communication. Written and oral communication skills are particularly developed in the training activities carried out for the preparation of the Master's thesis, in the discussion of business cases and in interactive lectures involving group discussions and the comparison of individual analyses. ILO 5: LEARNING SKILLS ILO 5.1 To identify thematic connections and to establish relationships between different cases and contexts of analysis ILO 5.2 To frame a new problem systematically and generate appropriate taxonomies. ILO 5.3 To develop general models from the phenomena studied.
Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)	

Art der Prüfung	Final exam (60%): Ability to comprehend the course material; solid knowledge of the relevant conceptual tools; critical understanding of the theories and their policy implications; and the capacity to apply such knowledge analytically and critically to specific cases. (ILO1, ILO2.1, ILO2.2, ILO2.3, ILO2.6, ILO3, ILO4, ILO5) Presentation (40%): Clarity of expression and depth of understanding of the relevant literature, related topics and specific case studies. Ability to work in a team. (ILO1, ILO2.2, ILO2.4, ILO2.5, ILO2.6, ILO3, ILO4, ILO5.1, ILO5.3) For non attending students only final exam (100%). All ILOs are assessed (ILO 1-5)
Bewertungskriterien	Exam: Ability to comprehend the course material; solid knowledge of the relevant conceptual tools; critical understanding of the theories and their policy implications; and the capacity to apply such knowledge analytically and critically to specific cases. Presentation: Clarity of expression and depth of understanding of the relevant literature, related topics and specific case studies. Ability to work in a team.
Pflichtliteratur	Hall, C. Michael, Gössling, Stefan, & Scott, Daniel (2015). *The Routledge Handbook of Tourism and Sustainability*. London Routledge. Additional readings and cases will be presented during the course and will be available with the course material
Weiterführende Literatur	
Weitere Informationen	
Ziele für nachhaltige Entwicklung (SDGs)	Nachhaltige Städte und Gemeinden, Menschenwürdige Arbeit und Wirtschaftswachstum