

Syllabus

Kursbeschreibung

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Titel der Lehrveranstaltung	Ökonomie des nachhaltigen Tourismus
Code der Lehrveranstaltung	31012
Zusätzlicher Titel der	
Lehrveranstaltung	
Wissenschaftlich-	AGR/01
disziplinärer Bereich	
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

Themen der Lehrveranstaltung	 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 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	Knowledge and understanding
und erwartete Lernergebnisse	The student acquires the competence to apply knowledge and understanding about the role of tourism in the economic
	development of communities, regions and nations. 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.
	Ability to apply knowledge and understanding The student acquires specific skills in spatial planning and economic models related to tourism development. The student acquires mastery in the planning of mobility and digitalisation systems within the regional economy. The student also acquires the ability to read and understand economic analyses. The contextual and multidisciplinary approach enables students to holistically consider operational, sectoral, economic and social requirements and environmental problems in decision-making

processes.

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.

"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.

The skills developed can be applied in regional, national and international contexts.

The development and promotion of competences also include the ability to present complex and socially relevant issues and results in a precise and coherent manner, but in a comprehensible and target-group-oriented manner

Autonomy of judgement

acquiring the ability to relate models and empirical evidence in the study of tourism businesses, associations, consortia and destinations

Communication skills

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.

Learning skills

to identify thematic connections and to establish relationships between different cases and contexts of analysis to frame a new problem systematically and generate appropriate taxonomies.

to develop general models from the phenomena studied.

Spezifisches Bildungsziel

und erwartete Lernergebnisse (zusätzliche Informationen)	
Art der Prüfung	Final exam (60%) + evaluation of group presentation (40%).
	For non attending students only final exam (100%)
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). <i>The Routledge Handbook of Tourism and Sustainability</i> . 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