

Syllabus

Course Description

Course Title	Economics of Sustainable Tourism
Course Code	31012
Course Title Additional	
Scientific-Disciplinary Sector	AGR/01
Language	English
Degree Course	Master in Tourism Management
Other Degree Courses (Loaned)	
Lecturers	Dott. Giovanni Maria Mazzanti,
	GiovanniMaria.Mazzanti@unibz.it
	https://www.unibz.it/en/faculties/economics-
	management/academic-staff/person/51225
Teaching Assistant	
Semester	First semester
Course Year/s	2
СР	6
Teaching Hours	36 Online
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	18 Online
Contents Summary	 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

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	tourism in a sustainable manner
Course Topics	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
Keywords	Economics
	Sustainability
	Tourism
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	Lectures and group presentations.
Mandatory Attendance	-
Specific Educational	Knowledge and understanding
Objectives and Learning	The student acquires the competence to apply knowledge and
Outcomes	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.

Specific Educational	
Objectives and Learning	
Outcomes (additional info.)	

Assessment | Final exam (60%) + evaluation of group presentation (40%).

For non attending students only final exam (100%)

Evaluation Criteria	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.
Required Readings	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
Supplementary Readings	
Further Information	
Sustainable Development Goals (SDGs)	Sustainable cities and communities, Decent work and economic growth