

Syllabus

Course Description

Course Title	Commercial Practice & Law in Tourism
Course Code	31015
Course Title Additional	
Scientific-Disciplinary Sector	IUS/04
Language	Italian
Degree Course	Master in Tourism Management
Other Degree Courses (Loaned)	
Lecturers	Dottore di ricerca Federica De Gottardo,
	Federica.DeGottardo@unibz.it
	https://www.unibz.it/en/faculties/economics-
	management/academic-staff/person/46633
Teaching Assistant	
Semester	Second 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 offers an overview of Italian tourism law in the light of the regulatory framework resulting from both Italian and European regulation. Especially, the focus is on the way entrepreneurial activity in the tourism sector is conducted, with the consequent acquisition of useful professional skills (e.g., knowledge and ability to draft relevant contracts in the tourism sector, i.e. B2B and B2C contracts).
Course Topics	 Tourism law: concept and content National and european regulatory powers and sources in tourism law



	3. Hotel and tourism entrepreneurship: the main forms of business activity
	4. Tourism professions
	5. Travel and tourism agencies
	6. Agritourism: regulations and peculiarities
	7. «Hospitality contracts»: hotel reservations, hotel contracts and
	similar arrangements 8. Tourist rentals
	9. «all-inclusive» package travel contracts
	10. Transportation contracts in the tourism sector
	11. Protection of tourists and travelers
Keywords	tourism law - business activities - tourist enterprise - tourism
	profession - tourist - consumer - contract - obligations - liability -
	damages - B2B contract - B2C contract
Recommended Prerequisites	-
Propaedeutic Courses	
Teaching Format	Lectures with strong interaction with students and practical
	examples (contract analysis, work on regulatory sources, etc.)
Mandatory Attendance	-
Specific Educational	Knowledge and understanding
Objectives and Learning	The student acquires advanced knowledge of the legal specificities
Outcomes	surrounding the work of tourism companies as well as associations,
	consortia and non-profits, typical of the tourism system.
	Ability to apply knowledge and understanding
	The student acquires the ability to orientate himself/herself with
	sufficient mastery in the legal system concerning business activities
	and acts, with particular reference to the specificities of tourism
	companies, intermediation contracts and transport law.
	Autonomy of judgement
	acquire 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 consists of three open questions, to assess knowledge and understanding of the main issues of commercial practice and tourism law and to evaluate the ability to describe legal institutes as well as to highlight the critical issues emerging from their practical application.
Evaluation Criteria	Each of the three open questions gets 0 to 10 points (the minimum grade is 18/30; the maximum grade is 30 cum laude).
	The evaluation will cover the following elements: pertinence, completeness, and clarity of exposition; accuracy of the answers; ability to summarize, evaluate and establish relationships between topics; ability to think critically.
Required Readings	Direct knowledge of the regulatory texts that will be indicated during the course is essential.
	More detailed information on the materials and on the manual to be adopted (and the chapters to be excluded) will be provided at the beginning of the course.



Supplementary Readings	-
Further Information	-
Sustainable Development	Quality education, Decent work and economic growth, Gender
Goals (SDGs)	equality