

Syllabus

Course Description

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| Course Title | Commercial Practice & Law in Tourism |
| Course Code | 31015 |
| Course Title Additional | |
| Scientific-Disciplinary Sector | GIUR-02/A |
| 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 |
| CP | 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 | <ol style="list-style-type: none">1. Tourism law: concept and content2. National and european regulatory powers and sources in tourism law |

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| | <p>3. Hotel and tourism entrepreneurship: the main forms of business activity</p> <p>4. Tourism professions</p> <p>5. Travel and tourism agencies</p> <p>6. Agritourism: regulations and peculiarities</p> <p>7. «Hospitality contracts»: hotel reservations, hotel contracts and similar arrangements</p> <p>8. Tourist rentals</p> <p>9. «all-inclusive» package travel contracts</p> <p>10. Transportation contracts in the tourism sector</p> <p>11. Protection of tourists and travelers</p> |
| 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 Objectives and Learning Outcomes | <p>INTENDED LEARNING OUTCOMES (ILO)</p> <p>ILO 1: KNOWLEDGE AND UNDERSTANDING</p> <p>ILO 1.1 The student acquires advanced knowledge of the legal specificities surrounding the work of tourism companies as well as associations, consortia and non-profits, typical of the tourism system.</p> <p>ILO 2: ABILITY TO APPLY KNOWLEDGE AND UNDERSTANDING</p> <p>ILO 2.1 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.</p> <p>ILO 3: AUTONOMY OF JUDGEMENT</p> <p>ILO 3.1 Acquire the ability to relate models and empirical evidence in the study of tourism businesses, associations, consortia and destinations</p> |

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| | <p>ILO 4: COMMUNICATION SKILLS Communication skills</p> <p>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.</p> <p>ILO 5: LEARNING SKILLS</p> <p>ILO 5.1 To identify thematic connections and to establish relationships between different cases and contexts of analysis</p> <p>ILO 5.2 To frame a new problem systematically and generate appropriate taxonomies.</p> <p>ILO 5.3 To develop general models from the phenomena studied.</p> |
| Specific Educational Objectives and Learning Outcomes (additional info.) | <p>-</p> |
| Assessment | <p>Same exam for attending and non attending students:</p> <p>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. All ILOs are assessed (ILO 1-5)</p> |
| Evaluation Criteria | <p>Each of the three open questions gets 0 to 10 points (the minimum grade is 18/30; the maximum grade is 30 cum laude).</p> <p>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.</p> |
| Required Readings | <p>Direct knowledge of the regulatory texts that will be indicated during the course is essential.</p> |

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| | 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 Goals (SDGs) | Quality education, Decent work and economic growth, Gender equality |