Syllabus

Course Description

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	1. Tourism law: concept and content 2. 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 Objectives and Learning Outcomes	INTENDED LEARNING OUTCOMES (ILO) ILO 1: KNOWLEDGE AND UNDERSTANDING 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. ILO 2: ABILITY TO APPLY KNOWLEDGE AN DUNDERSTANDING 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. ILO 3: AUTONOMY OF JUDGEMENT ILO 3.1 Acquire the ability to relate models and empirical evidence in the study of tourism businesses, associations, consortia and destinations

	ILO 4: COMMUNICATION SKILLS 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.
Specific Educational Objectives and Learning Outcomes (additional info.)	-
Assessment	Same exam for attending and non attending students: 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)
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 Goals (SDGs)	Quality education, Decent work and economic growth, Gender equality