Syllabus

Course Description

Course Title	Technology, Media and Data in Tourism, Sports and Events
Course Code	30185
Course Title Additional	
Scientific-Disciplinary Sector	IINF-05/A
Language	German
Degree Course	Bachelor in Tourism, Sport and Event Management
Other Degree Courses (Loaned)	
Lecturers	Dr. oec. HSG Florian Gasser, Florian.Gasser@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/47791
Teaching Assistant	
Semester	First semester
Course Year/s	3
CP	3
Teaching Hours	30
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	9
Contents Summary	This course examines the intersections of technology, media, and data in tourism, sports, and event management. Students learn to formulate research questions, collect and prepare relevant data, derive testable hypotheses from economic theory, and apply appropriate statistical and econometric methods. The course addresses emerging technologies such as blockchain and artificial intelligence, with a particular emphasis on drawing practical implications from empirical analyses. In addition, it focuses on strengthening the craft of academic work, especially regarding structure, argumentation, and the critical use of sources. Through group projects, presentations, and applied exercises, students

	acquire skills in research design, data analysis, and the critical evaluation of technological developments in the sector.
Course Topics	The course content focuses on the following core areas: - Developing a research question - Identifying suitable data sources to address the research question - Preparing data for empirical analysis - Deriving testable hypotheses from the underlying theoretical framework - Identifying and selecting appropriate statistical methods for data analysis - Conducting econometric analysis of the available data - Deriving practical recommendations and implications - Discussing limitations and identifying areas for further research - Examining technological developments and data-driven projects in the field of tourism
Keywords	- Academic Writing and Research Methods, - Data Management, - Tourism Studies, - Bachelor Thesis Preparation
Recommended Prerequisites	None
Propaedeutic Courses	
Teaching Format	The course is taught through a combination of lectures, tutorials/practical exercises, student projects, and online student presentations.
Mandatory Attendance	-
Specific Educational Objectives and Learning Outcomes	ILO (Intended Learning Outcomes) ILO 1 - Knowledge and understanding ILO 1.1 the basic concepts of inferential statistics: point estimation; confidence interval; hypothesis test; linear regression. ILO 1.2 statistical terminology ILO 1.3 the software available for data analysis in the social sciences. ILO 1.4 the mechanisms for creating and using big data and the impact on the business environment ILO 1.5 basic methods and algorithms for data analysis and machine learning methods.

	ILO 2 - Ability to apply knowledge and understanding ILO 2.1 Basic concepts that are useful for attending courses in economics, business administration, and management. ILO 2.2 Use mathematical tools to analyze static and dynamic models. ILO 2.3 Apply mathematical tools to analyze static and dynamic models with multiple variables. ILO 2.4 Statistical methods as useful research instruments in the social sciences. ILO 2.5 Use at least one statistical application to develop a simple data analysis. ILO 2.6 Use web services for online data analysis. ILO 2.7 Understand the basic principles of modern data analysis concepts, such as machine learning. ILO 3 - Making judgements ILO 3.1 Identify the most important variables to use when making decisions in complex situations; ILO 3.2 Report analytically and critically on information, empirical values and data in order to make appropriate business decisions; ILO 3.3 Select the most appropriate quantitative and qualitative analysis tools to support decision-making; ILO 3.4 Find necessary additional information in databases, legal documents and scientific sources; ILO 3.5 Find solutions by using logical conclusions and combining information and analytical tools ILO 4 - Communication skills ILO 4.1 Graduates of the Bachelor in Tourism, Sport and Event Management will develop communication and presentation skills that enable them to explain, discuss, and summarise the complex and interdisciplinary issues of the tourism, sport, and event sectors in a professional work environment. ILO 4.2 Achievement of this objective is assessed by means of written examinations, group work, homework assignments, presentation of case studies and projects, and the final thesis. ILO 5 - Learning skills ILO 5.1 The ability to find up-to-date information in order to keep

	pace with changes in the service sector in general and in the field of tourism, sports and event management in particular; ILO 5.2 The ability to retrieve and utilise information from databases, research studies, legal texts, regulations and standards that are required in their professional life. ILO 5.3 The ability to analyse, critically evaluate and integrate data, information and experience. ILO 5.4 the ability to develop possible solutions to problems in the fields of economics and business administration that relate to those work contexts which represent potential career prospects for the graduates
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	How is the achievement of the expected learning outcomes assessed? - Written exam with open questions at the end of the semester (ILOs 1.1-1.2; 1.5; 2.1-2.5; 4.2, 5) - Project work in small groups consisting of 2–3 students and presentation of the project work during the course (ILOs 1, 2, 3, 4, 5) The assessment criteria are the same for students attending the course and for those not attending. Non-attending students must submit a more detailed written version of the project work instead of giving a presentation (ILOs 1, 2, 3, 4, 5). Further information will be provided at the beginning of the course through the MS Teams channel. Non-attending students must contact the instructor in due time (i.e., at least two months before the exam registration deadline) to arrange the details. Note: Project work and presentations within the course are valid only for the current academic year and cannot be carried forward beyond it.
Evaluation Criteria	Assessment criteria are as follows:

	- Written exam: The exam will be assessed based on the clarity of answers, sound judgment, and the ability to establish connections to the topics covered in the course. The exam, which must be passed in order to successfully complete the course, accounts for 50% of the final grade. The duration of the exam is 60 minutes. - Group project: The evaluation will focus on creativity and critical thinking in developing and answering the research question. The detailed requirements for the presentation (for attending students) and the short written report will be discussed during the introductory session. Non-attending students must submit a more comprehensive written report instead of giving a presentation. This component also accounts for 50% of the final grade.
Required Readings	• Grant, D. (2019): Methods of Economic Research: Craftmanship and Credibility in Applied Microeconomics, Springer. • Reyes, J.W. (2010): Teaching the Art of Economic Research in a Senior Seminar. American Economist, 55(2), pp. 111-123. Further literature will be mentioned at the beginning of the course
Supplementary Readings	
Further Information	
Sustainable Development Goals (SDGs)	Quality education, Responsible consumption and production, Sustainable cities and communities, Industry, innovation and infrastructure