Syllabus

Course Description

Course Title	Introduction to Tourism, Sport and Eventmanagement
Course Code	30166
Course Title Additional	
Scientific-Disciplinary Sector	ECON-07/A
Language	English
Degree Course	Bachelor in Tourism, Sport and Event Management
Other Degree Courses (Loaned)	
Lecturers	dr. Massimo Morellato, Massimo.Morellato@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/47534
Teaching Assistant	
Semester	First semester
Course Year/s	1
CP	6
Teaching Hours	36
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	18
Contents Summary	The course introduces students to the core basics of tourism, sport and events and their underlying systems. It examines the structure of the tourism, sport and events industries and their actors by analysing tourism product, events and physical activity as part of the leisure. Part of the course will also focus on tourism, events and sport as a social and cultural phenomena and introduce considerations on public policy. The main topics covered in the course will be: 1. The tourism system 2. Demand for tourism and events 3. Demand for sports and physical activities

	4. The transportation sector 5. The intermediaries, the infomediaries 6. The role of the public administration in tourism, sport and events 7. Visitor attractions vs local peer-produced services 8. Planned events 9. Serious leisure and amenity migration
Course Topics	The main topics covered in the course will be: 1. The tourism system 2. Demand for tourism and events 3. Demand for sports and physical activities 4. The transportation sector 5. The intermediaries, the infomediaries 6. The role of the public administration in tourism, sport and events 7. Visitor attractions vs local peer-produced services 8. Planned events 9. Serious leisure and amenity migration
Keywords	tourism, sports, events, destination attractiveness, public policies
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	Frontal lectures with intense interaction
Mandatory Attendance	-
Specific Educational Objectives and Learning Outcomes	ILO (Intended Learning Outcomes) ILO 1 - Knowledge and understanding ILO 1.1 of the nature and purpose of the tourism, sport and events industry, its activities, business systems and the tools required for its management ILO 2 - Ability to apply knowledge and understanding ILO 2.1 Distinguishing the roles and characteristics of the various actors in the tourism, sport and events sector ILO 2.2 Using and consolidating available information and resources to identify the differences between the various management systems in the field of tourism and sport ILO 2.3 Determining the value of the various actors and strategies in the field of tourism and sport and understanding the impact on

	the performance of the various management systems ILO 3 - Making judgements ILO 3.1 Identifying the most important variables to be used in decision-making in complex situations ILO 3.2 Reporting analytically and critically on information, empirical values and data in order to make appropriate business decisions ILO 3.3 Find solutions by using logical conclusions and combining information and analytical tools ILO 4 - Communication skills ILO 4.1 The achievement of this objective is assessed by means of written examinations, group work, homework assignments, presentations 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
Specific Educational Objectives and Learning Outcomes (additional info.)	1. Knowledge and understanding: • Knowledge and understanding of the nature and scope of the tourism, sport and event industries, their systems, operations and the activities and tools relevant for management Knowledge and understanding of the available information and resources to depict differences of diverse tourism and sport management systems • Knowledge and understanding of differences in tourism management systems in a regional, national and international context. 2. Applying knowledge and understanding: • Ability to differentiate the roles and integrated characteristics of the different actors of the industry • Ability to use and consolidate the available information and resources to depict differences of diverse tourism and sport management systems • Ability to evaluate different structures, strategies and stakeholders and their impact on the performance of various tourism and sport management systems.

	3. Making judgments: • Ability to retrieve and critically analyse academic literature and information of public domain on a topic in the context of leisure studies. • Ability to gather and interpret relevant data to determine the attractiveness of tourist destinations and leisure attractions • Making judgments on the impacts and constraints of leisure activities. 4. Communication skills: • Ability to creatively present in a consistent and convincing way the development of the tourism, events and sport industries and related actors • Communicate information, ideas, problems and solutions related to the management of leisure systems.
Assessment	ATTENDING STUDENTS: A digital poster (A1 size) with related oral presentation during the semester (30%); final written exam (70%). Results of assignments, project work and classroom work are valid for the academic year only in which these activities have taken place and results of these activities cannot be carried over beyond that time frame. The digital poster (A1 size) with oral presentation will require students to work in groups in order to: retrieve, understand and analyse pertinent literature regarding a case study on one of the topics given by the lecturer; present and discuss the role of the different actors involved in tourism and/or sports and/or events; and suggest strategies for firms' and/or destination's attractiveness. (ILOs 1.1, 2.1, 2.3, 3.1, 4.1, 5.1) (plus 1st and 4th additional learning objective as listed above). The final written exam (90 minutes) consists of closed and open questions. The questions will aim to evaluate the students' understanding of theoretical concepts and their ability to use these concepts for analysing and explaining the tourism, sport and events management systems. (ILOs 2.2, 3.1, 5.1) (plus 2nd and 3rd additional learning objective as listed above).

	NON-ATTENDING STUDENTS: Final written exam: 100% The final written exam (120 minutes) consists of closed and open questions. The questions will aim to evaluate the students' understanding of theoretical concepts and their ability to use these concepts for analysing and explaining the tourism, sport and events management systems. (ILOs 1.1, 2.1. 2.2, 2.3, 3.1, 4.1, 5.1) (plus all four additional learning objective as listed above).
Evaluation Criteria	ATTENDING STUDENTS: Points to the digital poster (size A1) and oral presentations will be granted upon the group's ability to retrieve pertinent literature, explain, discuss and synthesise in own words theoretical concepts and to apply them to the case study. Beside the oral poster-presentation, groups are required to submit on the Open Learning Environment (OLE) the digital poster (PDF) with comments. The final written exam will be divided into 2 parts: questions in part 1 will mainly require brief descriptions, definitions and list of factors, issues, etc. Questions in part 2 will require a discussion of a specific topic and/or case. Introduction, main body of the answer, critical discussion and conclusions will be required. NON-ATTENDING STUDENTS: The final written exam will be divided into 3 parts: questions in part 1 will mainly require brief descriptions, definitions and list of factors, issues, etc. Questions in part 2 will require a discussion of a specific topic and/or case. Introduction, main body of the answer, critical discussion and conclusions will be required. Questions in part 3 will mainly require knowledge on key aspects of the course's contents.
Required Readings	Page, S. (2015). Tourism Management. Fifth Edition. New York: Routledge. Required readings will be posted on the Open Learning Environment (OLE) session related to this course.
Supplementary Readings	Additional readings and case studies will be provided during lectures and posted on the Open Learning Environment (OLE) session related to this course.

Further Information	Enjoy the course and have some fun during your learning journey
Sustainable Development Goals (SDGs)	Good health and well-being, Partnerships fot the goals, Sustainable cities and communities, Reduced inequalities