Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Aktuelle Aspekte des Tourismusmanagements
Code der Lehrveranstaltung	30189
Zusätzlicher Titel der Lehrveranstaltung	
Wissenschaftlich-disziplinärer Bereich	ECON-07/A
Sprache	Italienisch
Studiengang	Bachelor in Tourismus-, Sport- und Eventmanagement
Andere Studiengänge (gem. Lehrveranstaltung)	
Dozenten/Dozentinnen	dr. Serena Lonardi, Serena.Lonardi@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/50852
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Zweites Semester
Studienjahr/e	3
KP	6
Vorlesungsstunden	36
Laboratoriumsstunden	-
Stunden für individuelles Studium	-
Vorgesehene Sprechzeiten	18
Inhaltsangabe	The course "Current Issues in Tourism Management" refers to the complementary educational activities chosen by the student and deals with: - contemporary and emerging trends affecting the tourism sectors - concepts, models, and techniques to identify and evaluate market opportunities in tourism, using the 30 Sustainable

	Development Goals as a framework Students will gain a critical understanding of sustainability and ethics in tourism, the roles and perspectives of various tourism stakeholders, the effects of climate change on tourism development, and key insights into selected niche tourism markets.
Themen der Lehrveranstaltung	- Tourism and macro changes to society - Destination competitiveness - Climate change and its impact on tourism - SDGs and sustainability framework applied to tourism: socio-cultural, environmental, economic pillars - Niche tourism markets - Digital transformation in tourism - Ethics in tourism
Stichwörter	Sustainable tourism, niche tourism markets, sustainable development goals, emerging trends in tourism; destination competitiveness
Empfohlene Voraussetzungen	
Propädeutische Lehrveranstaltungen	
Unterrichtsform	The teaching format will be frontal lectures with active interaction. Overall, the course is delivered by means of lectures, case studies analyses and students' presentations. Theoretical issues with practical examples will be introduced during the lectures, which in turn will constitute the basis for the case studies discussions. The case study discussions will focus on developing conceptual, managerial, and analytical skills through practical activities. There will be ample opportunity to ask questions and comment on the issues presented during the lectures.
Anwesenheitspflicht	-
Spezifische Bildungsziele und erwartete Lernergebnisse	ILO (Intended Learning Outcomes) ILO 1 - Knowledge and understanding ILO 1.1 of the nature and purpose of the tourism, sport and events industry, their activities, their business systems and the tools needed to manage them ILO 1.2 of business strategies and basic business models ILO 1.3 of the main strategic planning tools and their appropriate

	and context-dependent use ILO 1.4 of sustainable tourism management in an international context ILO 1.5 of current international competitiveness dynamics in the tourism market ILO 2 - Ability to apply knowledge and understanding ILO 2.1 personnel management in different organisational contexts ILO 2.2 differentiation of the roles and characteristics of the various players in the tourism, sport and events sector ILO 2.3 use and consolidation of available information and resources to determine the differences in the various tourism and sport management systems ILO 2.4 Determining the value of different stakeholders and strategies in tourism and sport and understanding the impact on the performance of various management systems. ILO 2.5 Enhancing local opportunities and resources in the international events market ILO 2.6 Communication in the tourism sector in intercultural work environments ILO 2.7 Basic concepts useful for following courses in economics, business and administration ILO 3 - Independent judgement ILO 3.1 Reporting analytically and critically on information, empirical evidence and data in order to make appropriate economic and managerial decisions; ILO 3.2 Finding the necessary additional information in databases, regulatory sources and scientific bibliographies; ILO 3.3 Adopting logical arguments and relating information and analytical tools in order to find solutions. ILO 4 - Independent judgement (Communication skills) ILO 4.1 Graduates of the degree course in Tourism, Sport and Event Management will develop communication and presentation skills to explain, argue and summarise, in a professional context, the complex interdisciplinary issues of the tourism, sport and events sector. ILO 4.2 The achievement of this objective will be assessed through

	written exams, individual and group assignments, and the final degree thesis. ILO 5 - Learning skills (framework A4c) ILO 5.1 ability to find the information necessary to keep up with changes in the service sector in general and in the tourism, sport and events sector in particular; ILO 5.2 ability to develop possible solutions to economic and management problems in the operational contexts relevant to the employment opportunities of graduates.
Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)	
Art der Prüfung	ATTENDING STUDENTS: The knowledge and the skills learned throughout the course will be assessed with: one group presentation during weeks 4 to 8 of the semester (30%); final written exam (70%). Moreover, active contribution to class discussion and activities is expected for each and every class. - The presentation will require students to work in groups to: read, understand, and critically analyse academic papers related to a topic discussed during the lectures; present their ideas about the impact of the topic on a case study analysed during the course and suggest strategies for the destination's competitiveness and/or sustainable development goals. Beside the presentation, students are required to upload or deliver per email a written report that presents the case study in detail (max 7 pages). Individual presentations can also be arranged. (ILO 2-3-4) Results of the group presentation 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 written exam consists of open questions. The open questions will aim to evaluate the students' understanding of theoretical concepts and their ability to use these concepts for analysing and

	explaining current tourism issues. (ILO 1-4-5) The final written exam will last 90 minutes. NON-ATTENDING STUDENTS: The knowledge and the skills learned throughout the course will be assessed with: final written exam (100%). (ILO 1-2-3-4-5) The final written exam consists of open questions. The open questions will aim to evaluate the students' understanding of theoretical concepts and their ability to use these concepts for analysing and explaining current tourism issues. The final written exam will last 120 minutes.
Bewertungskriterien	EVALUATION CRITERIA: Students will gain marks by providing evidence of: • Understanding of concepts and demonstrating critical skills to identify the practical implications of theory into tourism context • Ability to apply theoretical concepts in different international tourism scenarios • Critical and analytical skills in understanding and addressing tourism issues • Innovative and forward thinking • Ability to explain, discuss and synthesise in their own words theoretical concepts. ATTENDING STUDENTS: Final Exam The 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/issue. Presentation Points to the presentations will be granted upon the group's ability to explain, discuss, and synthesise in own words theoretical concepts reported in academic papers and to apply them to the case study.

	NON-ATTENDING STUDENTS: Final Exam 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/issue. In part 3, students will be required to discuss and synthesis in own words theoretical concepts reported in academic papers (from course readings) and to apply them to a topic and/or case.
Pflichtliteratur	Lecture slides and academic papers will be posted online by the professor on Reserve Collection or OLE.
Weiterführende Literatur	Further readings, case studies and other academic papers will be posted online by the professor on Reserve Collection.
Weitere Informationen	
Ziele für nachhaltige Entwicklung (SDGs)	Menschenwürdige Arbeit und Wirtschaftswachstum, Nachhaltige Städte und Gemeinden, Industrie, Innovation und Infrastruktur