Syllabus

Course Description

Course Title	Current Issues in Tourism Management
Course Code	30189
Course Title Additional	
Scientific-Disciplinary Sector	ECON-07/A
Language	Italian
Degree Course	Bachelor in Tourism, Sport and Event Management
Other Degree Courses (Loaned)	
Lecturers	dr. Serena Lonardi, Serena.Lonardi@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/50852
Teaching Assistant	
Semester	Second semester
Course Year/s	3
CP	6
Teaching Hours	36
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	18
Contents Summary	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.
Course Topics	- 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
Keywords	Sustainable tourism, niche tourism markets, sustainable development goals, emerging trends in tourism; destination competitiveness
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	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.
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, 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.
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	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.
Evaluation Criteria	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.
Required Readings	Lecture slides and academic papers will be posted online by the professor on Reserve Collection or OLE.
Supplementary Readings	Further readings, case studies and other academic papers will be posted online by the professor on Reserve Collection.
Further Information	
Sustainable Development Goals (SDGs)	Decent work and economic growth, Sustainable cities and communities, Industry, innovation and infrastructure