

Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Einführung in das Tourismus-, Sport- und Eventmanagement
Code der Lehrveranstaltung	30166
Zusätzlicher Titel der Lehrveranstaltung	
Wissenschaftlich-disziplinärer Bereich	ECON-07/A
Sprache	Englisch
Studiengang	Bachelor in Tourismus-, Sport- und Eventmanagement
Andere Studiengänge (gem. Lehrveranstaltung)	
Dozenten/Dozentinnen	dr. Massimo Morellato, Massimo.Morellato@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/47534
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Erstes Semester
Studienjahr/e	1
KP	6
Vorlesungsstunden	36
Laboratoriumsstunden	-
Stunden für individuelles Studium	-
Vorgesehene Sprechzeiten	18
Inhaltsangabe	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
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Stichwörter	tourism, sports, events, destination attractiveness, public policies
Empfohlene Voraussetzungen	
Propädeutische Lehrveranstaltungen	
Unterrichtsform	Frontal lectures with intense interaction
Anwesenheitspflicht	-
Spezifische Bildungsziele und erwartete Lernergebnisse	ILO (Intended Learning Outcomes) ILO 1 - Wissen und Verstehen ILO 1.1 von Art und Zweck der Tourismus-, Sport- und Veranstaltungsbranche, ihre Tätigkeiten, Geschäftssysteme und die für ihre Verwaltung erforderlichen Instrumente ILO 2 - Fähigkeit, Wissen und Verstehen anzuwenden ILO 2.1 Unterscheidung der Rollen und Merkmale der

	verschiedenen Akteure im Tourismus-, Sport- und Veranstaltungssektor ILO 2.2 Nutzung und Konsolidierung der verfügbaren Informationen und Ressourcen, um die Unterschiede zwischen den verschiedenen Managementsystemen im Bereich Tourismus und Sport zu ermitteln ILO 2.3 Bestimmung des Wertes der verschiedenen Akteure und Strategien im Bereich Tourismus und Sport und Verständnis der Auswirkungen auf die Leistung der verschiedenen Managementsysteme ILO 2.4 Branchenanalyse, Wettbewerbsanalyse und Analyse des Unternehmensumfelds in verschiedenen Sektoren ILO 3 - Urteilen (making judgements) ILO 3.1 analytisch und kritisch über Informationen, Erfahrungswerte und Daten zu berichten, um adäquate betriebswirtschaftliche Entscheidungen zu treffen; ILO 4 - Kommunikationsfähigkeit (communication skills) ILO 4.1 Das Erreichen dieses Zieles wird mittels schriftlicher Prüfungen, Gruppenarbeiten, Hausarbeiten, Präsentation von Fallstudien und Projekten sowie der Abschlussarbeit bewertet. ILO 5 - Lernfähigkeit (learning skills) ILO 5.1 die Fähigkeit, aktuelle Informationen ausfindig zu machen, um mit den Veränderungen im Dienstleistungssektor im Allgemeinen und im Bereich Tourismus-, Sport- und Eventmanagement im Besonderen Schritt halten zu können;
Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)	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.
Art der Prüfung	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 2.1, 2.3, 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 1.1, 2.2, 3, 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, 4.1, 5.1) (plus all four additional learning objective as listed above).
Bewertungskriterien	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.

Pflichtliteratur	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.
Weiterführende Literatur	Additional readings and case studies will be provided during lectures and posted on the Open Learning Environment (OLE) session related to this course.
Weitere Informationen	Enjoy the course and have some fun during your learning journey
Ziele für nachhaltige Entwicklung (SDGs)	Gesundheit und Wohlergehen, Partnerschaften zur Erreichung der Ziele, Nachhaltige Städte und Gemeinden, Weniger Ungleichheiten