Syllabus

Course Description

Course Title	Best practice
Course Code	30149
Course Title Additional	
Scientific-Disciplinary Sector	ECON-07/A
Language	German
Degree Course	Bachelor in Tourism, Sport and Event Management
Other Degree Courses (Loaned)	
Lecturers	dr. Isabel Marie Schäufele-Elbers, IsabelMarie.SchaeufeleElbers@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/46591
Teaching Assistant	
Semester	First semester
Course Year/s	2nd and 3rd year
CP	6
Teaching Hours	24
Lab Hours	24
Individual Study Hours	-
Planned Office Hours	18
Contents Summary	This course (Free choice) offers students the opportunity to engage with real-world examples of successful practice in the fields of sport, event management, and tourism. Through a combination of case studies, guest lectures, site visits, and applied assignments, students will critically examine how organizations design, implement, and evaluate effective strategies and operations. Emphasis is placed on connecting theoretical knowledge with practical application, fostering a reflective understanding of what constitutes best practice in different professional contexts. The course may include direct interaction with industry professionals, analysis of innovative business models, and exploration of

	sustainability-oriented practices. Students will be encouraged to identify transferable insights and assess their relevance to diverse organizational settings.
Course Topics	This course is based on a project focusing on the relationship between agriculture and tourism, with particular attention to the synergies between the two sectors and their role in sustainable regional development. The project addresses topics such as organic farming, regional products, and sustainable gastronomy and tourism. The main objective of the project is to strengthen the collaboration between agriculture and tourism and to contribute to more sustainable tourism development. As part of the course, students will work on a project paper addressing these challenges and developing relevant solutions. Students will first conduct desk research on the case and related best practices. During a 3-day field trip with two overnight stays in South Tyrol, they will analyse the on-site situation, conduct stakeholder interviews, and gain first-hand insights through field visits to tourism organisations, gastronomy businesses, and agricultural producers. This allows students to become familiar with local conditions, challenges, and opportunities. Based on these insights, students will develop proposals to address the identified issues and to innovate or improve related services. These proposals will be presented at the end of the project. Upon completion of the course, students should be able to: • identify best practice drivers and competences • analyse the impact of businesses on a region • apply strategic thinking in a business context • describe and understand the factors that create best practice in business • understand how to make strategic and tactical decisions in businesses • recognise and discuss economic, ecological and social issues related to best practice • engage with real-life examples to develop professional expertise

Keywords	Sustainable Tourism Agriculture–Tourism Linkages Regional Development Organic Farming Local Products Stakeholder Analysis Applied Project Work
Recommended Prerequisites	Participation in the excursion in South Tyrol from November 8 to November 10 is mandatory (three full days). Hotel accommodation, travel costs, and entrance fees are covered by the university. Students are responsible for their own meal expenses. Students are required to advance the costs for accommodation, travel, and any entrance fees. The estimated costs amount to approximately €250.00 per person. Reimbursement will be made upon submission of an expense report together with the original receipts. Participation in the study trip is mandatory. Please note that costs can only be reimbursed by the university if the study trip is attended. In case of non-participation, no reimbursement will be provided. The participation of the course is reserved to students who are enrolled in the second and third study year of the study program Tourism, Sport and Event Management. A minimum of 8 students are required. The maximum number of students is limited to 18. If more than 18 applicants apply, a ranking will be established based on an academic performance indicator. This indicator is calculated by taking all passed exams and weighting their grades by the number of credit points (so that courses with more credit points have a stronger influence). The total of these weighted grades is then adjusted by the duration of study, measured in semesters (two per year). In other words, the indicator reflects the average academic performance per year, while giving more importance to courses with higher credit points.

	Applicants are ranked according to this value, with higher values indicating better performance.
Propaedeutic Courses	
Teaching Format	The course builds on four different, but complementing learning formats: - Seminar, providing students with a systematic view on sustainable tourism, tourism-agriculture synergies, organic farming, sustainability & gastronomy -Group work on best practice examples in South Tyrol -Study Trip to South Tyrol, 3-days, two overnight stays -Presentation of the Project Work
Mandatory Attendance	Participation in the excursion in South Tyrol from November 8 to November 10 is mandatory (three full days).
Specific Educational Objectives and Learning Outcomes	-
Specific Educational Objectives and Learning Outcomes (additional info.)	ILO (Intended Learning Outcomes) ILO 1.1 Management of information flows, marketing and their functions in the consumer market (including behavioural sciences, market research, destination marketing) ILO 1.2 Corporate strategies and basic business models 26. The concept of sustainability and its impact on regional development ILO 2 - Ability to apply knowledge and understanding ILO 2.1 Evaluation of different digital marketing approaches ILO 2.2 Industry analysis, competitive analysis and analysis of the business environment in different sectors ILO 2.3 Market analysis with the aim of selecting products and markets on which to focus business activities ILO 2.4 Context-dependent criteria for pricing ILO 2.5 Analysis of the trade-off between price and product quality and understanding of the criteria used to select the appropriate level of quality for the context ILO 2.6 Analysis of the economic sustainability of current and future travel destinations ILO 2.7 Ability to understand the interaction between individual consumer and business decisions and market equilibrium

	ILO 2.8 Development of economic models for the sustainable development of tourism at the local level ILO 2.9 Planning and evaluation of economic development processes in the tourism sector at the macro and micro levels ILO 2.10 Understanding of cultural diversity in oral and non-oral communication ILO 3 – Making judgements ILO 3.1 Identify the most important variables to be used 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 4 – Communication skills ILO 4.1 Graduates of the Bachelor's programme in Tourism, Sports and Event Management will develop communication and presentation skills in order to explain, discuss and summarise the complex, interdisciplinary topics of the tourism, sports and event sector in a work environment. ILO 4.2 The achievement of this goal will be assessed by means of written examinations, group work, assignments, presentations of case studies and projects, and the final thesis. ILO 5 - Learning skills ILO 5.1 The ability to analyse, critically evaluate and integrate data, information and experiences.
Assessment	Project work (written and oral presentation): 50 % Final exam: 50 % ILOs 1-2 are assessed with the final exam. ILOs 3-5 are assessed through the project work.
Evaluation Criteria	Project work and Final exam: -Problem understanding and relevance: Clear identification and understanding of the challenge related to agriculture–tourism linkages and sustainability. -Use of theory and best practices: Integration of relevant concepts, literature, and best practice examples. -Empirical analysis and field insights: Quality of data collection (e.g., field visits, stakeholder interviews) and depth of analysis. -Quality of proposed solutions: Feasibility, innovativeness, and

	relevance of the proposed measures to enhance cooperation and sustainability. -Strategic thinking: Ability to develop structured, well-argued, and coherent recommendations. -Application to the case context: Appropriateness of solutions for the specific regional setting (e.g., South Tyrol). -Structure and clarity of the report: Logical organization, academic writing quality, and proper referencing. -Presentation and communication: Clarity, professionalism, and persuasiveness in presenting the project results.
Required Readings	Rein, H. & Stradsas, W. (2017). Nachhaltiger Tourismus (2. Auflage). Konstanz: UVK. Koscak, M., O'Rourke, T., & Košcak, M. (2023). Ethical and Responsible Tourism: Managing Sustainability in Local Tourism Destinations (Second edition). Taylor & Francis. https://doi.org/10.4324/9781003358688 Dreyer, A., & Antz, C. (2011). Wein und Tourismus Erfolg durch Synergien und Kooperationen. Schmidt. Gössling, S., & Hall, C. M. (2021). The sustainable chef: The environment in culinary arts, restaurants, and hospitality. Routledge
Supplementary Readings	
Further Information	
Sustainable Development Goals (SDGs)	Sustainable cities and communities, Climate action, Responsible consumption and production