

Syllabus

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Titul dl curs	Tecnologie, Media e Dati nel Turismo, Sport ed Eventi
Codesc dl curs	30185
Titul suplementar	
SSD	IINF-05/A
Lingaz	Tedesco
Curs de laurea	Corso di laurea in Management del Turismo, dello Sport e degli Eventi
D'autri cursc de laurea (cursc deberieda)	
Dozenc	
Assistent didatich	
Semester	Primo semestre
Ann/Agn de stude	3
Credic universitars	3
Ores de insegnament	30 (lecturer to be defined)
Ores de laboratore	-
Ores de stude individual	-
Ores de riceviment prevedudes	9 (lecturer to be defined)
Ressumé di contegnus	This course examines the intersections of technology, media, and data in tourism, sports, and event management. Students learn to formulate research questions, collect and prepare relevant data, derive testable hypotheses from economic theory, and apply appropriate statistical and econometric methods. The course addresses emerging technologies such as blockchain and artificial intelligence, with a particular emphasis on drawing practical implications from empirical analyses. In addition, it focuses on strengthening the craft of academic work, especially regarding structure, argumentation, and the critical use of sources. Through group projects, presentations, and applied exercises, students acquire skills in research design, data analysis, and the critical

	evaluation of technological developments in the sector.
Argomenc dl curs	
Paroles clef	
Prerequisic aconsiés	
Cursc propedeutics	
Modalité de enseignament	
Oblianza de frecuencia	-
Obietifs formatifs y competenzes da arjonje	ILO (Intended Learning Outcomes) ILO 1 - Knowledge and understanding ILO 1.1 the basic concepts of inferential statistics: point estimation; confidence interval; hypothesis test; linear regression. ILO 1.2 statistical terminology ILO 1.3 the software available for data analysis in the social sciences. ILO 1.4 the mechanisms for creating and using big data and the impact on the business environment ILO 1.5 basic methods and algorithms for data analysis and machine learning methods. ILO 2 - Ability to apply knowledge and understanding ILO 2.1 Basic concepts that are useful for attending courses in economics, business administration, and management. ILO 2.2 Use mathematical tools to analyze static and dynamic models. ILO 2.3 Apply mathematical tools to analyze static and dynamic models with multiple variables. ILO 2.4 Statistical methods as useful research instruments in the social sciences. ILO 2.5 Use at least one statistical application to develop a simple data analysis. ILO 2.6 Use web services for online data analysis. ILO 2.7 Understand the basic principles of modern data analysis concepts, such as machine learning. ILO 3 - Making judgements ILO 3.1 Identify the most important variables to use 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 3.3 Select the most appropriate quantitative and qualitative analysis tools to support decision-making; ILO 3.4 Find necessary additional information in databases, legal documents and scientific sources; ILO 3.5 Find solutions by using logical conclusions and combining information and analytical tools ILO 4 - Communication skills ILO 4.1 Graduates of the Bachelor in Tourism, Sport and Event Management will develop communication and presentation skills that enable them to explain, discuss, and summarise the complex and interdisciplinary issues of the tourism, sport, and event sectors in a professional work environment. ILO 4.2 Achievement of this objective is assessed by means of written examinations, group work, homework assignments, presentation 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; ILO 5.2 The ability to retrieve and utilise information from databases, research studies, legal texts, regulations and standards that are required in their professional life. ILO 5.3 The ability to analyse, critically evaluate and integrate data, information and experience. ILO 5.4 the ability to develop possible solutions to problems in the fields of economics and business administration that relate to those work contexts which represent potential career prospects for the graduates
Obietifs formatifs y competenzes da arjonje (informazions suplementares)	
Sort de ejam	
Criters de valutazion	
Bibliografia obligatora	

Bibliografia aconsieda	
Deplù informaziuns	
OSS	Istruzione di qualità, Utilizzo responsabile delle risorse, Città e comunità sostenibili, Innovazione e infrastrutture