Syllabus

Course Description

Course Title	Economics of Tourism Destinations
Course Code	30197
Course Title Additional	
Scientific-Disciplinary Sector	ECON-01/A
Language	German
Degree Course	Bachelor in Tourism, Sport and Event Management
Other Degree Courses (Loaned)	
Lecturers	Dr. Wolfgang Gick, wolfgang.gick@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/33840
Teaching Assistant	
Semester	Second semester
Course Year/s	2
CP	6
Teaching Hours	36
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	18
Contents Summary	The course refers to the typical educational activities and belongs to the scientific area of Economics.The course is designed to give a general overview of scientific knowledge in tourism as part of the economy and destination development. In addition, it allows to develop specific competences, including the ability to study the impact of regional governance on destination development. At the end of the course, students are expected to understand the key drivers behind tourism and destination development and to draft a strategy to increase the attractiveness of a destination or of a region to stimulate the regional tourism economy.

Course Topics	The course starts with basic microeconomics, markets, market structure, game-theoretic prerequisites and strategic pricing, product differentiation and quality. A next topic is network economics and network demand, as well as multi-sided platforms and their impact on tourism. These topics will be covered together with case studies, with an eye on platform strategies and the regulation of platforms. Effects of e-commerce are being covered, monopolistic pricing, dynamic pricing, dual pricing and price discrimination. Tourism and sustainability will be covered with an eye on the regional context, including case studies.
Keywords	Competition, networks, platform strategies, sustainability.
Recommended Prerequisites	Knowledge of microeconomics and basic knowledge of industrial economics
Propaedeutic Courses	
Teaching Format	Frontal lectures, joint exercises, case studies and elaboration of course projects
Mandatory Attendance	-
Specific Educational Objectives and Learning Outcomes	ILO (Intended Learning Outcomes) ILO 1 - Knowledge and understanding ILO 1.1 of business decisions in monopolies in terms of quality, quantity and prices ILO 1.2 of models of strategic interaction between companies in oligopolistic contexts ILO 1.3 of comparative advantages in the field of travel destinations ILO 1.4 of price and quality strategies in travel destinations ILO 1.5 economic policy instruments to promote the development of travel destinations ILO 1.6 the basic principles of the theory of supply and demand ILO 1.7 the theory of price formation ILO 1.8 the impact of the organisation of sporting events on regional economic growth. ILO 1.9 Quality strategies of accommodation providers ILO 1.10 Horizontal differentiation strategies of accommodation providers ILO 1.11 Incentives in the internal organisation of accommodation providers

	ILO 1.12 Economic policy for sustainable tourism ILO 1.13 The concept of sustainability and its impact on regional development ILO 1.14 The economic systems of tourism and sports companies ILO 1.15 The determinants of cooperation and the ability to build systems between different local tourism stakeholders. ILO 2 - Ability to apply knowledge and understanding ILO 2.1 Analysis of the impact of public measures to increase the attractiveness of destinations ILO 2.2 Ability to argue like an economist, i.e. to apply the schemes and criteria typical of economic analysis ILO 2.3 Ability to understand the interaction between individual consumer and business decisions and market equilibrium ILO 2.4 Application of incentive theory to the relationship between incentives and consumer and business decisions ILO 2.5 Analysis of the impact of various economic and fiscal policy decisions on the development of macro- and microeconomic variables ILO 2.6 Development of economic models for the sustainable development of tourism at the local level ILO 2.7 Planning and evaluating economic development processes in the tourism sector at the macro and micro levels ILO 2.8 Analysing the economic impact of economic policy measures for the tourism sector at the local, regional and national levels ILO 2.9 Developing a sustainable tourism development plan (from the perspective of policy makers) ILO 2.10 Basic concepts that are useful for attending courses in economics, business administration and management ILO 3 - Making judgements ILO 3.1 Identifying 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 3.3 Select the most appropriate quantitative and qualitative analysis tools to support decision-making; ILO 3.4 Find solutions by using logical conclusions and combining information and analytical tools

	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 At the end of their studies, the final thesis offers students an excellent opportunity to incorporate their acquired specialist knowledge and communication skills into a document that represents the completion of their Bachelor's degree. ILO 4.3 The achievement of this objective is 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 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 economic and operational areas relating to those work contexts that represent potential career prospects for graduates.
Specific Educational Objectives and Learning Outcomes (additional info.)	Additional objectives aim at an understanding of new developments in tourism, in a world that goes beyond traditional textbook topics. This includes the view of how networks, platforms and e-commerce nowadays affect tourism strategies (e.g. booking portals, Airbnb and e-commerce). Such topics are to be discussed together with imminent questions on sustainability, to reach a new understanding of current challenges in the field of tourism.
Assessment	Same exam for attending and non-attending students: Final exam (100%), (ILO 1 - 5)
Evaluation Criteria	The final exam consists of a combination of questions covering the entire course. It’s a combination of knowledge-related questions and questions on how to apply this knowledge to specific problems

	discussed during the course. The final exam counts for 100% of the grade. Evaluation criteria hold both for attending and non-attending students.
Required Readings	Tzung-Cheng, H., Shenglin, B., (eds), Tourism Economics and Sustainability: Navigating Regional Challenges and Solutions Routledge, 2026. Belleflamme, P., Neyson, N. “Platform Strategies“, Routledge, 2023, (available at UNIBZ library ebooks)
Supplementary Readings	
Further Information	
Sustainable Development Goals (SDGs)	Sustainable cities and communities