# Syllabus

## *Kursbeschreibung*

| | |
|---|---|
| **Titel der Lehrveranstaltung** | Regional Development and Sustainability |
| **Code der Lehrveranstaltung** | 31032 |
| **Zusätzlicher Titel der Lehrveranstaltung** | |
| **Wissenschaftlich-disziplinärer Bereich** | |
| **Sprache** | Englisch |
| **Studiengang** | Master in Tourismusmanagement |
| **Andere Studiengänge (gem. Lehrveranstaltung)** | |
| **Dozenten/Dozentinnen** | dr. Nicola Campigotto,<br>Nicola.Campigotto@unibz.it<br>https://www.unibz.it/en/home/research/competence-centre-economic-ecological-social-sustainability/team/person/50457<br>Prof. Dr. Elisabeth Gsottbauer,<br>Elisabeth.Gsottbauer@unibz.it<br>https://www.unibz.it/en/faculties/economics-management/academic-staff/person/36371 |
| **Wissensch. Mitarbeiter/Mitarbeiterin** | |
| **Semester** | Alle Semester |
| **Studienjahr/e** | 1 |
| **KP** | 12 |
| **Vorlesungsstunden** | 72 (36 M-1 + 36 M-2), M-2 ONLINE |
| **Laboratoriumsstunden** | 12 EXE M-1 |
| **Stunden für individuelles Studium** | - |
| **Vorgesehene Sprechzeiten** | 36 (18 M-1 + 18 M-2), M-2 ONLINE |
| **Inhaltsangabe** | M-1<br>• This module provides a solid foundation in regional and environmental economics, covering key topics such as location |

| | |
|---|---|
| | decisions, infrastructure, regional disparities, and environmental policy.<br>• Students learn to apply formal economic models and analyze real-world location and environmental challenges.<br>• The course combines theoretical modeling with practical case studies and policy applications.<br>• The main goal is to develop analytical thinking skills and the ability to formulate evidence-based policy recommendations.<br><br>M-2<br>• This module introduces students to sustainable mobility, with a focus on behavioral science approaches to understanding and changing travel behavior.<br>• It covers a range of policy instruments, from informational tools and nudging to pricing strategies like road pricing.<br>• A strong emphasis is placed on impact evaluation methods, especially experimental designs, to assess policy effects.<br>• The aim is to equip students with the ability to critically assess the interactions between technology, behavior, and policy in the transport sector. |
| **Themen der Lehrveranstaltung** | Module 1:<br>This course provides an applied introduction to modern regional economics. It focuses on the determinants of the attractiveness of a territory and will be divided into two parts. An initial part will deal with classical regional economics, while a second part will deal with environmental economics. The first part will introduce students to the determinants of firms' and people's location decisions as well as on the principles of urban economics. It will look at the role of infrastructures and at place-based policies. The second part will provide for core concepts of environmental economics with special emphasis on policy. To this purpose, it will start with the economic theory of environmental policy. Based on the theory of externalities, it will analyze instruments for environmental policy from an economic point-of-view. It will then introduce topics of behavioral environmental economics.<br><br>The course is aimed at understanding how formal models can be used to analyze real-world situations. Theoretical analyses are complemented with empirical evidence, case studies, and discussions of implications for environmental policies. |

| | |
|---|---|
| | Students acquire a broad knowledge in the field of regional and environmental economics and develop an economic intuition by means of examples and applications. More precisely, they will be provided with:<br><br>• the toolkit to independently deepen their knowledge in regional and environmental economics and understand advanced research;<br>• the ability to apply regional and environmental economic theory in research and practice.<br><br>Students will understand, among others, how to formulate and solve problems in regional and environmental economics using advanced economic theory. To address these questions adequately, students learn to apply mathematical tools and game theory, such as optimization methods. Most importantly, students will not only be able to solve these models analytically, but also understand the intuition at work.<br><br>Module 2:<br>This course on sustainable transport and behavior change provides a comprehensive exploration of the behavioral foundations that underlie transportation systems and policies. Students will be introduced to a wide range of topics, from the utilization of new technology and measurement instruments to sense travel behavior, to the integration of behavioral science in understanding travel patterns.<br>The course adopts an interdisciplinary approach by introducing various frameworks for explaining and changing travel behavior. By contrasting classic economic theory with behavioral economics and social psychology, students will gain a holistic understanding of the factors influencing travel behavior. The course also introduces a spectrum of public policy instruments for positively influencing behavior, ranging from information and changing perceptions to pricing strategies such as road pricing. Ultimately, the course will provide students with methodological tools to critically evaluate the impact of policy interventions on behaviour through rigorous experimental methods.<br>Through critical engagement with various models of human behavior and decision-making, students will develop expertise in |

| | |
|---|---|
| | analytical thinking, enabling them to comprehend individual travel behavior.<br>The emphasis on impact evaluation an experimental research methods will cultivate problem-solving skills, supporting students to address policy challenges in the realm of sustainable transportation. |
| **Stichwörter** | regional economics, environmental policy, mobility, behavioral science, impact evaluation |
| **Empfohlene Voraussetzungen** | |
| **Propädeutische Lehrveranstaltungen** | |
| **Unterrichtsform** | The modules use a mix of interactive lectures, case-based discussions, and hands-on exercises with real-world data. Students also work in groups on applied projects linking theory to practice. |
| **Anwesenheitspflicht** | - |
| **Spezifische Bildungsziele und erwartete Lernergebnisse** | INTENDED LEARNING OUTCOMES (ILO)<br><br>ILO 1: KNOWLEDGE AND UNDERSTANDING<br>ILO 1.1 The student acquires the competence to apply knowledge and understanding about the role of tourism in the economic development of communities, regions and nations.<br>ILO 1.2 The student acquires the ability to identify and analyse tourism-induced environmental and social problems and to understand their interdependencies and contexts, applying theories and methods and developing explanatory approaches.<br><br>ILO 2: ABILITY TO APPLY KNOWLEDGE AND UNDERSTANDING<br>ILO 2.1 The student acquires specific skills in spatial planning and economic models related to tourism development.<br>ILO 2.2 The student acquires mastery in the planning of mobility and digitalisation systems within the regional economy.<br>ILO 2.3 The student also acquires the ability to read and understand economic analyses.<br>ILO 2.4 The contextual and multidisciplinary approach enables students to holistically consider operational, sectoral, economic and social requirements and environmental problems in decision-making processes. |

| | |
|---|---|
| | ILO 2.5 Areas of knowledge application include the micro, meso and macro levels and include the acquisition of skills necessary for policy advice and business strategy development.<br>ILO 2.6 In addition, there are skills that have their basis in behavioural economics, decision theory and consumer behaviour research, skills that are particularly important in empirical analysis, as well as in ex-ante forecasting and scenarios in the context of future-oriented questions."<br>ILO 2.7 The skills developed can be applied in regional, national and international contexts.<br>ILO 2.8 The development and promotion of competences also include the ability to present complex and socially relevant issues and results in a precise and coherent manner, but in a comprehensible and target-group oriented manner<br><br>ILO 3: AUTONOMY OF JUDGEMENT<br>ILO 3.1 Acquire the ability to select data and use appropriate information to describe an issue concerning the management of tourism businesses as well as tourism Associations and destinations<br>ILO 3.2 Acquire the ability to relate models and empirical evidence in the study of tourism businesses, tourism associations, consortia and destinations<br><br>ILO 4: COMMUNICATION SKILLS<br>ILO 4.1 The Master's degree graduate will be able to communicate effectively in oral and written form the specialised content of the individual disciplines, using different registers depending on the recipients and the communicative and didactic purposes, and to evaluate the formative effects of his/her communication. Written and oral communication skills are particularly developed in the training activities carried out for the preparation of the Master's thesis, in the discussion of business cases and in interactive lectures involving group discussions and the comparison of individual analyses.<br><br>ILO 5. LEARNING SKILLS<br>ILO 5.1 To identify thematic connections and to establish relationships between different cases and contexts of analysis<br>ILO 5.2 To frame a new problem systematically and generate |

| | |
|---|---|
| | appropriate taxonomies.<br>ILO 5.3 To develop general models from the phenomena studied. |
| **Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)** | |
| **Art der Prüfung** | M1: Regional Economics and Development<br><br>Grading is 100% based on a written exam. Students are required to answer open questions. Assessment is the same for both attending and non-attending students. (ILO 1-5)<br><br>M2: Sustainable Mobility<br><br>Attending students:<br>Grading is based on:<br>• A written exam containing open questions, which makes up 60% of the course grade. (ILO 1, ILO 2, ILO 5)<br>• Presentation of a real-life case assignment, which makes up for 40% of the course grade. The case study report needs to be handed in 3 weeks before the written exam, at the latest. (ILO 1, ILO 3, ILO 4)<br><br>Non-attending students:<br>Grading is 100% based on a written exam that covers all course materials. Students are required to answer open questions. (ILO 1-5) |
| **Bewertungskriterien** | Exam questions are graded on correctness, clarity, and analytical depth. Group projects are evaluated based on originality, demonstrated understanding of concepts, and the ability to link theory to real-world policy applications. |
| **Pflichtliteratur** | M1: Regional Economics and Development:<br><br>- Capello, R: Regional Economics, Routledge, 2015<br><br>- Sterner, T., & Coria, J. (2013). Policy instruments for environmental and natural resource management. Routledge.<br><br>- Perman, R. (2003). Natural resource and environmental economics. Pearson Education. |

| | |
|---|---|
| | M2: Sustainable Mobility:<br>- Hutton, B. (2013). Planning sustainable transport. Routledge.<br>- Thaler, Richard H., and Cass R.Sunstein. Nudge: Improving decisions about health, wealth, and happiness. Yale University Press, 2008 |
| **Weiterführende Literatur** | |
| **Weitere Informationen** | |
| **Ziele für nachhaltige Entwicklung (SDGs)** | Maßnahmen zum Klimaschutz, Nachhaltige Städte und Gemeinden |

# *Kursmodul*

| | |
|---|---|
| **Titel des Bestandteils der Lehrveranstaltung** | M-1 - Regional Economics and Development |
| **Code der Lehrveranstaltung** | 31032A |
| **Wissenschaftlich-disziplinärer Bereich** | ECON-01/A |
| **Sprache** | Englisch |
| **Dozenten/Dozentinnen** | dr. Nicola Campigotto,<br>Nicola.Campigotto@unibz.it<br>https://www.unibz.it/en/home/research/competence-centre-economic-ecological-social-sustainability/team/person/50457 |
| **Wissensch. Mitarbeiter/Mitarbeiterin** | |
| **Semester** | Erstes Semester |
| **KP** | 6 |
| **Verantwortliche/r Dozent/in** | |
| **Vorlesungsstunden** | 36 |
| **Laboratoriumsstunden** | 12 |
| **Stunden für individuelles Studium** | - |
| **Vorgesehene Sprechzeiten** | 18 |
| **Inhaltsangabe** | • This module provides a solid foundation in regional and environmental economics, covering key topics such as location decisions, infrastructure, regional disparities, and environmental |

| | |
|---|---|
| | policy.<br>• Students learn to apply formal economic models and analyze real-world location and environmental challenges.<br>• The course combines theoretical modeling with practical case studies and policy applications.<br>• The main goal is to develop analytical thinking skills and the ability to formulate evidence-based policy recommendations. |
| **Themen der Lehrveranstaltung** | This course provides an applied introduction to modern regional economics. It focuses on the determinants of the attractiveness of a territory and will be divided into two parts. An initial part will deal with classical regional economics, while a second part will deal with environmental economics. The first part will introduce students to the determinants of firms' and people's location decisions as well as on the principles of urban economics. It will look at the role of infrastructures and at place-based policies. The second part will provide for core concepts of environmental economics with special emphasis on policy. To this purpose, the course will start with the economic theory of environmental policy. Based on the theory of externalities, it will analyze instruments for environmental policy from an economic point-of-view. It will then introduce topics of behavioral environmental economics.<br><br>The course is aimed at understanding how formal models can be used to analyze real-world situations. Theoretical analyses are complemented with empirical evidence, case studies, and discussions of implications for environmental policies. |
| **Unterrichtsform** | Interactive lectures, case-based discussions, and hands-on exercises. |
| **Pflichtliteratur** | Capello, R. (2015), Regional Economics, Routledge<br><br>Sterner, T. and Coria, J. (2013), Policy instruments for environmental and natural resource management, Routledge<br><br>Perman, R. (2003), Natural resource and environmental economics, Pearson Education |

| | |
|---|---|
| | OECD (2022), The Contribution of Migration to Regional Development, OECD Regional Development Studies |
| **Weiterführende Literatur** | |

# *Kursmodul*

| | |
|---|---|
| **Titel des Bestandteils der Lehrveranstaltung** | M-2 - Sustainable Mobility |
| **Code der Lehrveranstaltung** | 31032B |
| **Wissenschaftlich-disziplinärer Bereich** | ECON-04/A |
| **Sprache** | Englisch |
| **Dozenten/Dozentinnen** | dr. Nicola Campigotto,<br>Nicola.Campigotto@unibz.it<br>https://www.unibz.it/en/home/research/competence-centre-economic-ecological-social-sustainability/team/person/50457<br>Prof. Dr. Elisabeth Gsottbauer,<br>Elisabeth.Gsottbauer@unibz.it<br>https://www.unibz.it/en/faculties/economics-management/academic-staff/person/36371 |
| **Wissensch. Mitarbeiter/Mitarbeiterin** | |
| **Semester** | Zweites Semester |
| **KP** | 6 |
| **Verantwortliche/r Dozent/in** | |
| **Vorlesungsstunden** | 36 ONLINE (14h Elisabeth Gsottbauer, 22h Nicola Campigotto) |
| **Laboratoriumsstunden** | - |
| **Stunden für individuelles Studium** | - |
| **Vorgesehene Sprechzeiten** | 18 ONLINE (6h Elisabeth Gsottbauer, 12 h Nicola Campigotto) |
| **Inhaltsangabe** | • This module introduces students to sustainable mobility, with a focus on behavioral science approaches to understanding and changing travel behavior.<br>• It covers a range of policy instruments, from informational tools and nudging to pricing strategies like road pricing.<br>• A strong emphasis is placed on impact evaluation methods, |

| | |
|---|---|
| | especially experimental designs, to assess policy effects.<br>• The aim is to equip students with the ability to critically assess the interactions between technology, behavior, and policy in the transport sector. |
| **Themen der Lehrveranstaltung** | |
| **Unterrichtsform** | Interactive lectures and group work. |
| **Pflichtliteratur** | - Hutton, B. (2013). Planning sustainable transport. Routledge.<br>- Thaler, Richard H., and Cass R.Sunstein. Nudge: Improving decisions about health, wealth, and happiness. Yale University Press, 2008 |
| **Weiterführende Literatur** | |