Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Regional Development and New Digital Economy
Code der Lehrveranstaltung	31033
Zusätzlicher Titel der Lehrveranstaltung	
Wissenschaftlich-disziplinärer Bereich	
Sprache	Englisch
Studiengang	Master in Tourismusmanagement
Andere Studiengänge (gem. Lehrveranstaltung)	
Dozenten/Dozentinnen	Prof. Federico Boffa, FBoffa@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/5799 dr. Nicola Campigotto, Nicola.Campigotto@unibz.it https://www.unibz.it/en/home/research/competence-centre-economic-ecological-social-sustainability/team/person/50457 Dr. Eberhard Feess, eberhard.feess@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/27470
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Alle Semester
Studienjahr/e	1
KP	12
Vorlesungsstunden	72 (36 M-1 + 36 M-2)
Laboratoriumsstunden	12
Stunden für individuelles Studium	-

Vorgesehene Sprechzeiten	36 (18 M-1 + 18 M-2)
Inhaltsangabe	M-1 • This module provides a solid foundation in regional and environmental economics, covering key topics such as location decisions, infrastructure, regional disparities, and environmental policy. • Students learn to apply formal economic models and analyze real-world location and environmental challenges. • The course combines theoretical modeling with practical case studies and policy applications. • The main goal is to develop analytical thinking skills and the ability to formulate evidence-based policy recommendations. M-2 The course deals with incentives and strategies in platform markets, with an application to the tourism sector. The course will cover within side and cross side network effects, and their relations with platform pricing. The lecturer will discuss how platforms create value and how they monetize, the impact of competition on platforms pricing will also be analyzed.
Themen der Lehrveranstaltung	- Network Externalities; - Two sided markets; - Platforms; - How to finance platforms (e.g. fixed or variable fees, advertisment, sale of data) - Pricing mechanisms (auctions vs. fixed prices) - Regional possibilities for challenging monopolistic platforms - Applications to the tourism sector (e.g. Booking.com, Airbnb)
Stichwörter	Networks Platforms Monopolistic pricing Competitive pricing
Empfohlene Voraussetzungen	
Propädeutische Lehrveranstaltungen	
Unterrichtsform	Lectures, group presentations, discussion of case studies
Anwesenheitspflicht	-

Spezifische Bildungsziele und erwartete Lernergebnisse	INTENDED LEARNING OUTCOMES (ILO) ILO 1: KNOWLEDGE AN DUNDERSTANDING 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. ILO 2: ABILITY TO APPLY KNOWLEDGE AND UDNERSTANDING ILO 2.1 The student acquires specific skills in spatial planning and economic models related to tourism development. ILO 2.2 The student acquires mastery in the planning of mobility and digitalisation systems within the regional economy. ILO 2.3 The student also acquires the ability to read and understand economic analyses. ILO 3. AUTONOMY OF JUDGEMENT ILO 3.1 Acquire the ability to select data and use appropriate information to describe a problem concerning the management of tourism businesses as well as tourism Associations and destinations ILO 3.2 Acquire the ability to relate models and empirical evidence in the study of tourism businesses, associations, consortia and tourist destinations ILO 4. COMMUNCIATION SKILLS 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. ILO 5: LEARNING SKILLS ILO 5.1 To identify thematic connections and to establish relationships between different cases and contexts of analysis ILO 5.2 To frame a new problem systematically and generate appropriate taxonomies.

	ILO 5.3 To develop general models from the phenomena studied.
Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)	
Art der Prüfung	For attending students, in each module, in-class presentations (up to 30% of the grade) (ILO 4, ILO 5) and written exam (at least 70%) (ILO1 ILO 2, ILO3, ILO 5). If the grade of the presentation is lower than the grade of the written exam, the full grade will be based on the written exam. For non attending students, the full grade will be based on the written exam. Written exam will consist of open questions, cases and exercises. All ILOs are assessed (ILO 1-5)
Bewertungskriterien	Exam: Ability to understand the material and apply the knowledge to cases. Presentation: Clarity and ability to understand the papers and the topics
Pflichtliteratur	**Paul Belleflamme & Martin Peitz (2021).** *The Economics of Platforms: Concepts and Strategy*, Cambridge University Press.
Weiterführende Literatur	
Weitere Informationen	
Ziele für nachhaltige Entwicklung (SDGs)	Menschenwürdige Arbeit und Wirtschaftswachstum

Kursmodul

Titel des Bestandteils der Lehrveranstaltung	M-1 - Regional Economics and Development
Code der Lehrveranstaltung	31033A
Wissenschaftlich-disziplinärer Bereich	ECON-01/A
Sprache	Englisch
Dozenten/Dozentinnen	dr. Nicola Campigotto, Nicola.Campigotto@unibz.it 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. • Students learn to apply formal economic models and analyze real-world location and environmental challenges. • The course combines theoretical modeling with practical case studies and policy applications. • 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. 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 Sterner, T. and Coria, J. (2013), Policy instruments for environmental and natural resource management, Routledge 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 - Digital Economics
Code der Lehrveranstaltung	31033B
Wissenschaftlich-disziplinärer Bereich	ECON-04/A
Sprache	Englisch
Dozenten/Dozentinnen	Prof. Federico Boffa, FBoffa@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/5799 Dr. Eberhard Feess, eberhard.feess@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/27470
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Zweites Semester
KP	6

Verantwortliche/r Dozent/in	
Vorlesungsstunden	36 (12h Prof. Federico Boffa + 24h Prof. Eberhard Feess)
Laboratoriumsstunden	-
Stunden für individuelles Studium	-
Vorgesehene Sprechzeiten	18 (6h Prof. Federico Boffa + 24h Prof. Eberhard Feess)
Inhaltsangabe	The course deals with incentives and strategies in platform markets, with an application to the tourism sector. The course will cover within side and cross side network effects, and their relations with platform pricing. The lecturer will discuss how platforms create value and how they monetize, the impact of competition on platforms pricing will also be analyzed.
Themen der Lehrveranstaltung	
Unterrichtsform	Lectures + group work + case studies
Pflichtliteratur	**Belleflamme, P., & Peitz, M.** (2021). *The economics of platforms: Concepts and strategy*. Cambridge University Press.
Weiterführende Literatur	Comino, S., & Manenti, F. M. (2014). *Industrial organisation of high-technology markets: The Internet and information technologies*. Cheltenham, UK: Edward Elgar Publishing. ISBN 978-1-78195-198-9.