Syllabus

Descrizione corso

Titolo insegnamento	Regional Development and New Digital Economy
Codice insegnamento	31033
Titolo aggiuntivo	
Settore Scientifico-Disciplinare	
Lingua	Inglese
Corso di Studio	Corso di laurea magistrale in Management del Turismo
Altri Corsi di Studio (mutuati)	
Docenti	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
Assistente	
Semestre	Tutti i semestri
Anno/i di corso	1
CFU	12
Ore didattica frontale	72 (36 M-1 + 36 M-2)
Ore di laboratorio	12
Ore di studio individuale	-
Ore di ricevimento previste	36 (18 M-1 + 18 M-2)
Sintesi contenuti	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.
Argomenti dell'insegnamento	- 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)
Parole chiave	Networks Platforms Monopolistic pricing Competitive pricing
Prerequisiti	
Insegnamenti propedeutici	
Modalità di insegnamento	Lectures, group presentations, discussion of case studies
Obbligo di frequenza	-
Obiettivi formativi specifici e risultati di apprendimento attesi	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.
Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)	

Modalità di esame	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)
Criteri di valutazione	Exam: Ability to understand the material and apply the knowledge to cases. Presentation: Clarity and ability to understand the papers and the topics
Bibliografia obbligatoria	**Paul Belleflamme & Martin Peitz (2021).** *The Economics of Platforms: Concepts and Strategy*, Cambridge University Press.
Bibliografia facoltativa	
Altre informazioni	
Obiettivi di Sviluppo Sostenibile (SDGs)	Buona occupazione e crescita economica

Modulo del corso

Titolo della parte costituente del corso	M-1 - Regional Economics and Development
Codice insegnamento	31033A
Settore Scientifico-Disciplinare	ECON-01/A
Lingua	Inglese
Docenti	dr. Nicola Campigotto, Nicola.Campigotto@unibz.it https://www.unibz.it/en/home/research/competence-centre-economic-ecological-social-sustainability/team/person/50457
Assistente	
Semestre	Primo semestre
CFU	6
Docente responsabile	

Ore didattica frontale	36
Ore di laboratorio	12
Ore di studio individuale	-
Ore di ricevimento previste	18
Sintesi contenuti	• 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.
Argomenti dell'insegnamento	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.
Modalità di insegnamento	Interactive lectures, case-based discussions, and hands-on exercises.
Bibliografia obbligatoria	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
Bibliografia facoltativa	

Modulo del corso

Titolo della parte costituente del corso	M-2 - Digital Economics
Codice insegnamento	31033B
Settore Scientifico-Disciplinare	ECON-04/A
Lingua	Inglese
Docenti	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
Assistente	
Semestre	Secondo semestre
CFU	6
Docente responsabile	
Ore didattica frontale	36 (12h Prof. Federico Boffa + 24h Prof. Eberhard Feess)
Ore di laboratorio	-
Ore di studio individuale	-
Ore di ricevimento previste	18 (6h Prof. Federico Boffa + 24h Prof. Eberhard Feess)
Sintesi contenuti	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.
Argomenti dell'insegnamento	
Modalità di insegnamento	Lectures + group work + case studies
Bibliografia obbligatoria	**Belleflamme, P., & Peitz, M.** (2021). *The economics of platforms: Concepts and strategy*. Cambridge University Press.
Bibliografia facoltativa	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.