

# Syllabus

## *Course Description*

Course Title	Economics of Sustainable Tourism
Course Code	31012
Course Title Additional	
Scientific-Disciplinary Sector	AGR/01
Language	English
Degree Course	Master in Tourism Management
Other Degree Courses (Loaned)	
Lecturers	dr. Maria Giovanna Brandano, MariaGiovanna.Brandano@unibz.it <a href="https://www.unibz.it/en/faculties/economics-management/academic-staff/person/35808">https://www.unibz.it/en/faculties/economics-management/academic-staff/person/35808</a>
Teaching Assistant	
Semester	First semester
Course Year/s	2
CP	6
Teaching Hours	36 Online
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	18 Online
Contents Summary	<p>The course explores :</p> <ul style="list-style-type: none"> <li>• Tourism, sustainability and its assessment. Environmental impacts of tourism, including climate change, water and energy resource management, and the social implications for local communities and culture</li> <li>• How to minimize negative impacts, incorporate sustainable principles into destination planning, and measure fair and sustainable well-being</li> <li>• Development of sustainable tourism practices</li> <li>• Micro and macroeconomic tools to understand tourism demand, supply, market dynamics, and the economic role of</li> </ul>

	tourism in a sustainable manner
<b>Course Topics</b>	
<b>Keywords</b>	
<b>Recommended Prerequisites</b>	
<b>Propaedeutic Courses</b>	
<b>Teaching Format</b>	
<b>Mandatory Attendance</b>	
<b>Specific Educational Objectives and Learning Outcomes</b>	<p>Knowledge and understanding</p> <p>The student acquires the competence to apply knowledge and understanding about the role of tourism in the economic development of communities, regions and nations.</p> <p>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.</p> <p>Ability to apply knowledge and understanding</p> <p>The student acquires specific skills in spatial planning and economic models related to tourism development.</p> <p>The student acquires mastery in the planning of mobility and digitalisation systems within the regional economy.</p> <p>The student also acquires the ability to read and understand economic analyses.</p> <p>The contextual and multidisciplinary approach enables students to holistically consider operational, sectoral, economic and social requirements and environmental problems in decision-making processes.</p> <p>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.</p> <p>"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.</p> <p>The skills developed can be applied in regional, national and international contexts.</p> <p>The development and promotion of competences also include the</p>

	<p>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</p> <p>Autonomy of judgement acquiring the ability to relate models and empirical evidence in the study of tourism businesses, associations, consortia and destinations</p> <p>Communication skills The Master's degree graduate will be able to communicate effectively in oral and written form the specialised contents 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.</p> <p>Learning skills to identify thematic connections and to establish relationships between different cases and contexts of analysis to frame a new problem systematically and generate appropriate taxonomies. to develop general models from the phenomena studied.</p>
<b>Specific Educational Objectives and Learning Outcomes (additional info.)</b>	
<b>Assessment</b>	
<b>Evaluation Criteria</b>	
<b>Required Readings</b>	
<b>Supplementary Readings</b>	
<b>Further Information</b>	
<b>Sustainable Development Goals (SDGs)</b>	