

Syllabus

Course Description

Course Title	Economics of Tourism and Destinations
Course Code	30179
Course Title Additional	
Scientific-Disciplinary Sector	ECON-04/A
Language	German
Degree Course	Bachelor in Tourism, Sport and Event Management
Other Degree Courses (Loaned)	
Lecturers	
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	<p>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 (with tools such as an appropriate SWOT analysis) to increase the attractiveness of a destination or of a region to stimulate the regional tourism economy.</p>
Course Topics	
Keywords	

Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	
Mandatory Attendance	-
Specific Educational Objectives and Learning Outcomes	<p>Knowledge and understanding</p> <p>ECONOMICS</p> <p>of firm choices in monopolies in terms of quality, quantity and prices</p> <p>of the patterns of strategic interaction between firms in oligopolistic contexts</p> <p>of the role of network externalities in the digital economy</p> <p>the strategies of vertical and horizontal differentiation by firms</p> <p>the strategies of maintaining a dominant position by a firm</p> <p>of comparative advantages in the tourism destination sector</p> <p>of price and quality strategies in the destination</p> <p>economic policy instruments aimed at stimulating the development of tourist destinations</p> <p>the basic principles of supply and demand theory</p> <p>the theory of price formation</p> <p>the role of artificial intelligence and algorithms in pricing mechanisms</p> <p>the role of the state in the economy</p> <p>the fundamentals of monetary economics</p> <p>fundamentals of fiscal policy and budgeting</p> <p>growth theory</p> <p>the theory of cooperative games and collusive behaviour</p> <p>sectoral analysis tools for the sports and events industries</p> <p>of industrial policy tools related to the sports sector</p> <p>the effect of the organisation of sports shows and events on regional economic growth.</p> <p>the quality strategies of accommodation facilities</p> <p>of the pricing strategies of accommodation facilities, using strategic interaction models derived from game theory.</p> <p>of the horizontal differentiation strategies of accommodation facilities</p> <p>of incentives in the internal organisations of accommodation facilities</p> <p>of methods for evaluating externalities and public goods in the tourism and sports sector</p>

	<p>economic policies for sustainable tourism</p> <p>the concept of sustainability and its impact on regional development</p> <p>the economic systems of tourism and sports enterprises</p> <p>the determinants of collaboration and system-building capacity between the various local tourism operators.</p> <p>Ability to apply knowledge and understanding</p> <p>ECONOMICS</p> <p>market analysis, aimed at choosing the products and markets on which to focus business activity</p> <p>pricing criteria appropriate to the context</p> <p>evaluation of the costs and benefits of maintaining a dominant position, and of choosing the most suitable instruments for the eventual pursuit of the objective</p> <p>analysis of the trade-off between price and product quality, and to understand the criteria on the basis of which to choose the level of quality appropriate to the context</p> <p>ex post analysis of the effects of economic policies, both in traditional contexts (with limited data) and in innovative contexts (with big data)</p> <p>economic sustainability analysis of current and prospective tourist destinations</p> <p>impact analysis of public policies aimed at increasing the attractiveness of tourist destinations</p> <p>ability to reason as an economist, i.e. using schemes and criteria typical of economic analysis</p> <p>ability to grasp the interaction between individual consumer and business choices and market equilibrium</p> <p>application of incentive theory to the relationship between incentives and consumer and business choices</p> <p>analysis of the effects of various economic and fiscal policy choices on the development of macroeconomic and microeconomic variables</p> <p>evaluation of public policies to support high-level sports associations and support the organisation of events (from a policy maker perspective)</p> <p>evaluation of the determinants of the financial sustainability of sports associations and event management companies (from a</p>
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	<p>managerial perspective)</p> <p>development of economic models for the sustainable development of tourism in the local area</p> <p>planning and evaluation of macro- and micro-level economic development processes in the tourism sector</p> <p>analysis of economic effects at local, regional and national level of economic policies relating to the tourism sector</p> <p>drafting a sustainable tourism development plan (from the policy maker's perspective)</p> <p>development of economic models for sustainable tourism development at local level</p> <p>critical analysis of tourism policy instruments aimed at promoting local products, evaluating the effectiveness of the various instruments.</p> <p>Autonomy of judgement</p> <p>identify the most relevant variables to be used in making decisions in complex situations</p> <p>report analytically and critically on information, empirical evidence and data to make appropriate economic-managerial decisions;</p> <p>evaluate the most suitable analysis tools, both quantitative and qualitative to assist decision-making;</p> <p>adopt logical arguments and relate information and analytical tools to find solutions.</p> <p>Communication skills</p> <p>Graduates of the Tourism, Sport and Events Management degree course will develop communication and presentation skills to explain, argue and summarise, in a professional context, the complex interdisciplinary issues of the tourism, sport and events sector.</p> <p>Finally, the final examination offers students an excellent opportunity to integrate acquired knowledge with communication skills in a document that represents the culmination of their studies in the degree course.</p> <p>The achievement of this objective will be assessed by means of written examinations, individual and group assignments as well as the final dissertation.</p> <p>Learning skills</p>
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	<p>ability to find the information required to keep abreast of changes in the service sector in general and in the tourism, sports and events sector in particular</p> <p>ability to find and make use of information from databases, research studies, laws, regulations and standards that are applied in professional life;</p> <p>ability to analyse, critically evaluate and integrate data, information and experience;</p> <p>ability to develop possible solutions for economic and management problems in operational contexts with reference to the graduates' occupational outlets.</p>
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	
Evaluation Criteria	
Required Readings	
Supplementary Readings	
Further Information	
Sustainable Development Goals (SDGs)	