

# Syllabus

## *Course Description*

<b>Course Title</b>	Sustainable Tourism Development
<b>Course Code</b>	30181
<b>Course Title Additional</b>	
<b>Scientific-Disciplinary Sector</b>	AGRI-01/A
<b>Language</b>	German
<b>Degree Course</b>	Bachelor in Tourism, Sport and Event Management
<b>Other Degree Courses (Loaned)</b>	
<b>Lecturers</b>	dr. Isabel Marie Schäufele-Elbers, IsabelMarie.SchaeufeleElbers@unibz.it <a href="https://www.unibz.it/en/faculties/economics-management/academic-staff/person/46591">https://www.unibz.it/en/faculties/economics-management/academic-staff/person/46591</a>
<b>Teaching Assistant</b>	
<b>Semester</b>	Second semester
<b>Course Year/s</b>	2
<b>CP</b>	6
<b>Teaching Hours</b>	36
<b>Lab Hours</b>	6
<b>Individual Study Hours</b>	-
<b>Planned Office Hours</b>	18
<b>Contents Summary</b>	<p>The course “Sustainable Tourism Development” offers valuable insights into key future challenges and opportunities in tourism:</p> <ul style="list-style-type: none"><li>• Climate Change, Biodiversity, and Tourism: How do environmental challenges affect tourism – and how can tourism be part of the solution?</li><li>• Certifications, Sustainable Consumption, and Responsible Travel: What truly makes travel sustainable – and how can we recognize it?</li><li>• Regional Products and Agritourism: How do local products and agriculture create authentic experiences and strengthen regional economies?</li></ul>

<b>Course Topics</b>	<ul style="list-style-type: none"> <li>• Economic impact of tourism</li> <li>• Impact of tourism on climate change and biodiversity</li> <li>• Social and cultural challenges in tourism</li> <li>• Rural development and tourism</li> <li>• Protected areas and ecotourism</li> <li>• Agrotourism and use of local products</li> <li>• Sustainable consumption and tourism</li> <li>• The role of government, the private sector and other stakeholders in addressing sustainability in the tourism industry</li> <li>• Initiatives being taken to address sustainability across the tourism industry</li> </ul>
<b>Keywords</b>	climate change, biodiversity, sustainable consumption, agritourism, local products
<b>Recommended Prerequisites</b>	
<b>Propaedeutic Courses</b>	
<b>Teaching Format</b>	Frontal lectures, exercises, project work
<b>Mandatory Attendance</b>	-
<b>Specific Educational Objectives and Learning Outcomes</b>	<p>Knowledge and understanding</p> <p>ECONOMY</p> <p>of corporate decisions in monopolies with regard to quality, quantity and prices</p> <p>of models of strategic interaction between companies in oligopolistic contexts</p> <p>the role of network externalities in the digital economy</p> <p>the strategies of vertical and horizontal differentiation of companies</p> <p>the strategies for maintaining a dominant position by a company</p> <p>the comparative advantages in the area of travel destinations</p> <p>price and quality strategies in the destination</p> <p>economic policy instruments to promote the development of destinations</p> <p>the basic principles of the theory of supply and demand</p> <p>the theory of pricing</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>the basics of tax policy and budget planning growth theory the theory of cooperative games and collusive behaviour sectoral analysis tools for the sports and events industry industrial policy instruments for the sports sector the impact of the organisation of sports events on regional economic growth the quality strategies of accommodation providers the pricing strategies of accommodation providers using strategic interaction models from game theory. the horizontal differentiation strategies of accommodation providers Incentives in the internal organisation of accommodation providers methods for the evaluation of external effects and public goods in the tourism and sports sector economic policy for sustainable tourism the concept of sustainability and its impact on regional development the economic systems of tourism and sports enterprises the determinants of co-operation and system building capacity between the different local tourism stakeholders.</p> <p>Ability to apply knowledge and understanding</p> <p><b>ECONOMICS</b></p> <p>Market analysis with the aim of selecting products and markets on which to focus business activities contextualised criteria for pricing Assessing the costs and benefits of maintaining a dominant position and choosing the most appropriate tools to achieve the objective Analysing the trade-off between price and product quality and understanding the criteria used to choose the appropriate level of quality for the context Ex-post analysis of the impact of economic policies, both in traditional contexts (with limited data) and in innovative contexts (with big data) Analysing the economic sustainability of current and future destinations Analyse the impact of public policies to increase the attractiveness of destinations</p>
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	<p>Ability to argue like an economist, i.e. to apply the schemes and criteria typical of economic analysis</p> <p>Ability to understand the interaction between individual consumer and business decisions and market equilibrium</p> <p>Apply incentive theory to the relationship between incentives and consumer and business decisions</p> <p>Analyse the impact of different economic and fiscal policy decisions on the development of macro- and microeconomic variables</p> <p>Evaluate public policies to support elite sports federations and promote the organisation of events (from the perspective of policy makers)</p> <p>Evaluation of the factors that determine the financial sustainability of sports federations and event organisers (from a management perspective)</p> <p>Development of economic models for the sustainable development of tourism in the local area</p> <p>Planning and evaluation of economic development processes in the tourism sector at macro and micro level</p> <p>Analysing the economic impact of economic policy measures for the tourism sector at local, regional and national level</p> <p>Development of a sustainable tourism development plan (from the perspective of political decision-makers)</p> <p>Development of economic models for sustainable tourism development at local level</p> <p>Critically analysing tourism policy instruments to promote local products and evaluating the effectiveness of the various instruments.</p> <p><b>Making judgements</b></p> <p>identify the main variables to be used when making decisions in complex situations;</p> <p>Analyse and critically report on information, experience and data to make appropriate business decisions;</p> <p>select the most appropriate quantitative and qualitative analytical tools to support decision making;</p> <p>find necessary additional information in databases, legal documents and scientific sources;</p> <p>find solutions by using logical reasoning and combining information and analytical tools</p>
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	<p><b>Communication skills</b></p> <p>Graduates of the Bachelor in Tourism, Sport and Event Management will develop communication and presentation skills in order to explain, argue and summarise the complex, interdisciplinary issues of the tourism, sport and event sector in a working environment.</p> <p>Educational activities in the first year include courses in all three official languages of instruction, covering communication and presentation strategies and techniques, as well as the acquisition of various skills for the cultural environment related to the language. The second year includes a language course in a fourth language. Case studies, projects and exercises within the courses as well as the written exams at the end of each course also contribute to the development of students' communication skills. Achievement of this objective is assessed by means of written examinations, group work, assignments, presentations of case studies and projects and the final dissertation.</p> <p><b>Learning skills</b></p> <p>the ability to seek out up-to-date information in order to keep abreast of changes in the service sector in general and in tourism, sport and event management in particular;</p> <p>the ability to retrieve and utilise information from databases, research studies, legal texts, regulations and standards needed in their professional life;</p> <p>the ability to analyse, critically appraise and integrate data, information and experience;</p> <p>the ability to develop possible solutions to problems in economic and operational areas relating to those work contexts that represent a possible career prospect for graduates.</p>
<b>Specific Educational Objectives and Learning Outcomes (additional info.)</b>	
<b>Assessment</b>	<p>A) Attending Students:</p> <ul style="list-style-type: none"> <li>- Written examination: 50 %</li> <li>- Project work: 35 %</li> <li>- Active participation in class: 15 %</li> </ul> <p>Expected duration of written exam: 90 minutes</p> <p>The project work consists of a 5-page seminar paper which</p>

	<p>presents a scientific paper in the field of sustainable tourism and an oral presentation of the seminar paper. The project work is to be carried out as group work. A selection of papers is provided by the lecturer and students need to choose one within the first two weeks of the lectures. The 15-minutes presentation and 15-minutes discussion of the seminar paper will take place during the lectures.</p> <p>The 5-page seminar paper (excluding title page, table of contents, reference list and appendix) must be submitted at least three days before the oral presentation.</p> <p>B) Non-attending students:</p> <ul style="list-style-type: none"> <li>- Written exam: 70 %</li> <li>- Project paper: 30%</li> </ul> <p>Expected duration of written exam: 90 minutes</p> <p>The project work consists of a 5-page seminar paper which presents a scientific paper in the field of sustainable tourism and an oral presentation of the seminar paper. A selection of papers is provided by the lecturer and students need to choose one within the first two weeks of the lectures. The 15-minutes presentation and 15-minutes discussion of the seminar paper will take place during the lectures.</p> <p>The 5-page seminar paper (excluding title page, table of contents, reference list and appendix) must be submitted at least three days before the oral presentation.</p>
<b>Evaluation Criteria</b>	<p>Relevant for the written exam: clarity of answers, mastery of terminology related to the course, ability to summarize, evaluate, and establish relationships between topics. Relevant for project work (seminar paper and oral presentation): scientific working skills, ability to search and read scientific articles, scientific writing and presentation skills, skills in critical thinking, ability to discuss sustainability approaches.</p> <p>ATTENTION: The seminar paper has to be written according to scientific standards and all sources have to be cited. Students must check the paper with the software TURNITIN and submit the report along with their seminar paper. Unauthorized use of sources will be considered an attempt to cheat and will be subject to the sanctions provided for by the examination regulations.</p>
<b>Required Readings</b>	<p>Rein, H. &amp; Stradsas, W. (2017). Nachhaltiger Tourismus (2).</p>

	<p>Auflage). Konstanz: UVK.</p> <p>Koscak, M., O'Rourke, T., &amp; Košcak, M. (2023). Ethical and Responsible Tourism: Managing Sustainability in Local Tourism Destinations (Second edition). Taylor &amp; Francis. <a href="https://doi.org/10.4324/9781003358688">https://doi.org/10.4324/9781003358688</a></p>
<b>Supplementary Readings</b>	
<b>Further Information</b>	
<b>Sustainable Development Goals (SDGs)</b>	Decent work and economic growth, Reduced inequalities, Climate action, Responsible consumption and production, Sustainable cities and communities