

Syllabus

Course Description

Course Title	Introduction to Tourism, Sport and Eventmanagement
Course Code	30166
Course Title Additional	
Scientific-Disciplinary Sector	ECON-07/A
Language	English
Degree Course	Bachelor in Tourism, Sport and Event Management
Other Degree Courses (Loaned)	
Lecturers	dr. Massimo Morellato, Massimo.Morellato@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/47534
Teaching Assistant	
Semester	First semester
Course Year/s	1
CP	6
Teaching Hours	36
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	18
Contents Summary	<p>The course introduces students to the core basics of tourism, sport and events and their underlying systems. It examines the structure of the tourism, sport and events industries and their actors by analysing tourism product, events and physical activity as part of the leisure. Part of the course will also focus on tourism, events and sport as a social and cultural phenomena and introduce considerations on public policy.</p> <p>The main topics covered in the course will be:</p> <ol style="list-style-type: none"> 1. The tourism system 2. Demand for tourism and events 3. Demand for sports and physical activities

	<ol style="list-style-type: none"> 4. The transportation sector 5. The intermediaries, the infomediaries 6. The role of the public administration in tourism, sport and events 7. Visitor attractions vs local peer-produced services 8. Planned events 9. Serious leisure and amenity migration
Course Topics	<p>The main topics covered in the course will be:</p> <ol style="list-style-type: none"> 1. The tourism system 2. Demand for tourism and events 3. Demand for sports and physical activities 4. The transportation sector 5. The intermediaries, the infomediaries 6. The role of the public administration in tourism, sport and events 7. Visitor attractions vs local peer-produced services 8. Planned events 9. Serious leisure and amenity migration
Keywords	tourism, sports, events, destination attractiveness, public policies
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	Frontal lectures with intense interaction
Mandatory Attendance	-
Specific Educational Objectives and Learning Outcomes	<p>Knowledge and understanding</p> <ul style="list-style-type: none"> of business management theories of business organisation in different contexts of the organisation and management of human resources of the iteration between different management functions of the nature and purpose of the tourism, sports and events industry, their activities, business systems and the tools needed to manage them the management of marketing information flows and its functions in the consumer market (including behavioural sciences, market research, destination marketing) enterprise strategies and basic business models of the main strategic planning tools and their appropriate and context-dependent use of leadership theory and methods

	<p>of sustainable tourism management in an international context</p> <p>the current dynamics of international competitiveness in the tourism market</p> <p>of concepts, models and techniques for analysing current issues in sport</p> <p>of the management of sport in an international context</p> <p>the peculiarities of the world of sport in order to improve the management of sport in today's society.</p> <p>"Ability to apply knowledge and understanding"</p> <p>different aspects of management theories to the service sector</p> <p>analysing internal and external business problems and offering possible solutions</p> <p>personnel management in different organisational contexts</p> <p>reviewing the management of the organisation as separate functions and as a whole</p> <p>differentiating the roles and characteristics of the various players in the tourism, sports and events sector</p> <p>use and consolidation of information and resources available to determine the differences in the various tourism and sports management systems</p> <p>determining the value of different stakeholders and strategies in tourism and sport and understanding the impact on the performance of the various management systems</p> <p>evaluation of different digital marketing approaches</p> <p>management principles to companies of different sizes and in different contexts</p> <p>industry analysis, competitive analysis and analysis of the business environment in different sectors</p> <p>support for strategic and operational decision-making using basic planning tools and scenarios</p> <p>human resources development and guidance</p> <p>creation of a winning soft skills proposition for new initiatives</p> <p>identification of potential talent on the market</p> <p>operational and strategic business decision support in sports infrastructure</p> <p>sports infrastructure management</p> <p>project management through the use of different software for event organisation and project management</p>
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	<p>exploitation of local opportunities and resources on the international events market</p> <p>communication in the tourism sector in intercultural working environments</p> <p>sports market segmentation, targeting and product positioning contributing to the development of marketing mix strategies and tools in marketing through sport and the marketing of sport development and marketing of sponsorship proposals.</p> <p>critical thinking in relation to current sports management practices, including evaluating the evolution of the sports market.</p> <p>Autonomy of judgement</p> <p>identify the most relevant variables to be used in making decisions in complex situations;</p> <p>relate analytically and critically to information, empirical evidence and data in order to make appropriate economic-managerial decisions;</p> <p>adopt logical arguments and relate information and analytical tools to find solutions.</p> <p>Communication skills</p> <p>The achievement of this objective will be assessed through written examinations, individual and group assignments as well as the final dissertation.</p> <p>Learning skills</p> <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 develop possible solutions for economic and management problems in the operational contexts of reference to the graduates' occupational outlets.</p>
Specific Educational Objectives and Learning Outcomes (additional info.)	<p>Knowledge and understanding:</p> <ul style="list-style-type: none"> • Knowledge and understanding of the nature and scope of the tourism, sport and event industries, their systems, operations and the activities and tools relevant for management <p>Knowledge and understanding of the available information and resources to depict differences of diverse tourism and sport management systems</p> <ul style="list-style-type: none"> • Knowledge and understanding of differences in tourism

	<p>management systems in a regional, national and international context.</p> <p>Applying knowledge and understanding:</p> <ul style="list-style-type: none"> • Ability to differentiate the roles and integrated characteristics of the different actors of the industry • Ability to use and consolidate the available information and resources to depict differences of diverse tourism and sport management systems • Ability to evaluate different structures, strategies and stakeholders and their impact on the performance of various tourism and sport management systems. <p>Making judgments:</p> <ul style="list-style-type: none"> • Ability to retrieve and critically analyse academic literature and information of public domain on a topic in the context of leisure studies. • Ability to gather and interpret relevant data to determine the attractiveness of tourist destinations and leisure attractions • Making judgments on the impacts and constraints of leisure activities. <p>Communication skills:</p> <ul style="list-style-type: none"> • Ability to creatively present in a consistent and convincing way the development of the tourism, events and sport industries and related actors • Communicate information, ideas, problems and solutions related to the management of leisure systems.
Assessment	<p>ATTENDING STUDENTS:</p> <p>A digital poster (A1 size) with related oral presentation during the semester (30%); final written exam (70%).</p> <p>Results of assignments, project work and classroom work are valid for the academic year only in which these activities have taken place and results of these activities cannot be carried over beyond that time frame.</p> <p>The digital poster (A1 size) with oral presentation will require students to work in groups in order to: retrieve, understand and analyse pertinent literature regarding a case study on one of the topics given by the lecturer; present and discuss the role of the</p>

	<p>different actors involved in tourism and/or sports and/or events; and suggest strategies for firms' and/or destination's attractiveness.</p> <p>The final written exam consists of closed and open questions. The questions will aim to evaluate the students' understanding of theoretical concepts and their ability to use these concepts for analysing and explaining the tourism, sport and events management systems.</p> <p>The final written exam will last 90 minutes.</p> <p>NON-ATTENDING STUDENTS: Final written exam 100% The final written exam consists of closed and open questions. The questions will aim to evaluate the students' understanding of theoretical concepts and their ability to use these concepts for analysing and explaining the tourism, sport and events management systems.</p> <p>The final written exam will last 120 minutes.</p>
Evaluation Criteria	<p>ATTENDING STUDENTS: Points to the digital poster (size A1) and oral presentations will be granted upon the group's ability to retrieve pertinent literature, explain, discuss and synthesise in own words theoretical concepts and to apply them to the case study. Beside the oral poster-presentation, groups are required to submit on the Open Learning Environment (OLE) the digital poster (PDF) with comments.</p> <p>The final written exam will be divided into 2 parts: questions in part 1 will mainly require brief descriptions, definitions and list of factors, issues, etc. Questions in part 2 will require a discussion of a specific topic and/or case. Introduction, main body of the answer, critical discussion and conclusions will be required.</p> <p>NON-ATTENDING STUDENTS: The final written exam will be divided into 3 parts: questions in part 1 will mainly require brief descriptions, definitions and list of factors, issues, etc. Questions in part 2 will require a discussion of a specific topic</p>

	and/or case. Introduction, main body of the answer, critical discussion and conclusions will be required. Questions in part 3 will mainly require knowledge on key aspects of the course's contents.
Required Readings	<p>Page, S. (2015). Tourism Management. Fifth Edition. New York: Routledge.</p> <p>Required readings will be posted on the Open Learning Environment (OLE) session related to this course.</p>
Supplementary Readings	Additional readings and case studies will be provided during lectures and posted on the Open Learning Environment (OLE) session related to this course.
Further Information	Enjoy the course and have some fun during your learning journey
Sustainable Development Goals (SDGs)	Good health and well-being, Partnerships for the goals, Sustainable cities and communities, Reduced inequalities