

# Syllabus

## *Course Description*

<b>Course Title</b>	Current Issues in Tourism Management
<b>Course Code</b>	30189
<b>Course Title Additional</b>	
<b>Scientific-Disciplinary Sector</b>	SECS-P/08
<b>Language</b>	Italian
<b>Degree Course</b>	Bachelor in Tourism, Sport and Event Management
<b>Other Degree Courses (Loaned)</b>	
<b>Lecturers</b>	dr. Serena Lonardi, Serena.Lonardi@unibz.it <a href="https://www.unibz.it/en/faculties/economics-management/academic-staff/person/50852">https://www.unibz.it/en/faculties/economics-management/academic-staff/person/50852</a>
<b>Teaching Assistant</b>	
<b>Semester</b>	Second semester
<b>Course Year/s</b>	3
<b>CP</b>	6
<b>Teaching Hours</b>	36
<b>Lab Hours</b>	-
<b>Individual Study Hours</b>	-
<b>Planned Office Hours</b>	18
<b>Contents Summary</b>	<p>The course "Current Issues in Tourism Management" refers to the complementary educational activities chosen by the student and deals with:</p> <ul style="list-style-type: none"> <li>- contemporary and emerging trends affecting the tourism sectors</li> <li>- concepts, models, and techniques to identify and evaluate market opportunities in tourism, using the 30 Sustainable Development Goals as a framework</li> </ul> <p>Students will gain a critical understanding of sustainability and ethics in tourism, the roles and perspectives of various tourism stakeholders, the effects of climate change on tourism</p>

	development, and key insights into selected niche tourism markets.
<b>Course Topics</b>	<ul style="list-style-type: none"> <li>- Tourism and macro changes to society</li> <li>- Destination competitiveness</li> <li>- Climate change and its impact on tourism</li> <li>- SDGs and sustainability framework applied to tourism: socio-cultural, environmental, economic pillars</li> <li>- Niche tourism markets</li> <li>- Digital transformation in tourism</li> <li>- Ethics in tourism</li> </ul>
<b>Keywords</b>	Sustainable tourism, niche tourism markets, sustainable development goals, emerging trends in tourism; destination competitiveness
<b>Recommended Prerequisites</b>	
<b>Propaedeutic Courses</b>	
<b>Teaching Format</b>	<p>The teaching format will be frontal lectures with active interaction. Overall, the course is delivered by means of lectures, case studies analyses and students' presentations. Theoretical issues with practical examples will be introduced during the lectures, which in turn will constitute the basis for the case studies discussions. The case study discussions will focus on developing conceptual, managerial, and analytical skills through practical activities. There will be ample opportunity to ask questions and comment on the issues presented during the lectures.</p>
<b>Mandatory Attendance</b>	-
<b>Specific Educational Objectives and Learning Outcomes</b>	<p>Knowledge and understanding</p> <p>MANAGEMENT</p> <p>of business management theories</p> <p>of business organisation in different contexts</p> <p>of the organisation and management of human resources</p> <p>of the iteration between different management functions</p> <p>the nature and purpose of the tourism, sports and events industry, their activities, business systems and the tools required to manage them</p> <p>the management of marketing information flows and its functions in the consumer market (including behavioural sciences, market research, destination marketing)</p> <p>enterprise strategies and basic business models</p> <p>of the main strategic planning tools and their appropriate and</p>

	<p>context-dependent use</p> <p>of leadership theory and methods</p> <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>ECONOMICS</p> <p>BUSINESS THEORY AND PROCESSES</p> <p>LAW</p> <p>COMMUNICATION STRATEGIES AND LANGUAGES</p> <p>QUANTITATIVE METHODS</p> <p>"Ability to apply knowledge and understanding"</p> <p>MANAGEMENT</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>
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	<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> <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</p> <p>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>report analytically and critically on information, empirical evidence and data in order to make appropriate economic-managerial decisions;</p> <p>find the necessary additional information in databases, regulatory sources and scientific bibliography;</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, complex interdisciplinary topics of the tourism, sport and events sector. 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 ability</p> <p>Ability to find the information necessary to keep abreast of changes in the service sector in general and in the tourism, sports</p>
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	and events sector in particular;
<b>Specific Educational Objectives and Learning Outcomes (additional info.)</b>	
<b>Assessment</b>	<p><b>ATTENDING STUDENTS:</b></p> <p>The knowledge and the skills learned throughout the course will be assessed with: one group presentation during weeks 4 to 8 of the semester (30%); final written exam (70%). Moreover, active contribution to class discussion and activities is expected for each and every class.</p> <p>- The presentation will require students to work in groups to: read, understand, and critically analyse academic papers related to a topic discussed during the lectures; present their ideas about the impact of the topic on a case study analysed during the course and suggest strategies for the destination's competitiveness and/or sustainable development goals.</p> <p>Beside the presentation, students are required to upload or deliver per email a copy of the slides with comments. Individual presentations can also be arranged.</p> <p>Results of the group presentation 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 written exam consists of open questions. The open questions will aim to evaluate the students' understanding of theoretical concepts and their ability to use these concepts for analysing and explaining current tourism issues.</p> <p>The final written exam will last 90 minutes.</p> <p><b>NON-ATTENDING STUDENTS:</b></p> <p>The knowledge and the skills learned throughout the course will be assessed with: final written exam (100%).</p> <p>The final written exam consists of open questions. The open questions will aim to evaluate the students' understanding of theoretical concepts and their ability to</p>

	<p>use these concepts for analysing and explaining current tourism issues.</p> <p>The final written exam will last 120 minutes.</p>
<b>Evaluation Criteria</b>	<p><b>EVALUATION CRITERIA:</b></p> <p>Students will gain marks by providing evidence of:</p> <ul style="list-style-type: none"> <li>• Understanding of concepts and demonstrating critical skills to identify the practical implications of theory into tourism context</li> <li>• Ability to apply theoretical concepts in different international tourism scenarios</li> <li>• Critical and analytical skills in understanding and addressing tourism issues</li> <li>• Innovative and forward thinking</li> <li>• Ability to explain, discuss and synthesise in their own words theoretical concepts.</li> </ul> <p><b>ATTENDING STUDENTS:</b></p> <p><b>Final Exam</b></p> <p>The 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/issue.</p> <p><b>Presentation</b></p> <p>Points to the presentations will be granted upon the group's ability to explain, discuss, and synthesise in own words theoretical concepts reported in academic papers and to apply them to the case study.</p> <p><b>NON-ATTENDING STUDENTS:</b></p> <p><b>Final Exam</b></p> <p>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/issue. In part 3, students will be required to discuss and synthesis in own words theoretical concepts reported in academic papers (from course readings) and to apply them to a topic and/or case.</p>

<b>Required Readings</b>	Lecture slides and academic papers will be posted online by the professor on Reserve Collection or OLE.
<b>Supplementary Readings</b>	Further readings, case studies and other academic papers will be posted online by the professor on Reserve Collection.
<b>Further Information</b>	
<b>Sustainable Development Goals (SDGs)</b>	Decent work and economic growth, Sustainable cities and communities, Industry, innovation and infrastructure