



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Economia del Turismo

1819-3-E1501N014

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#### Learning objectives

This course has two goals:

- (*knowledge and comprehension*) to master core concepts of the economic analysis of tourism within a changing society and to understand instruments supporting public choices for tourism;

(*ability to apply*) to acquire basic competences on methods of applied economic analysis of local tourist systems and on tools for the assessment of the local supply of tourist resources and of the demand for tourist services.

#### Contents

The course focuses, at the intermediate level, on the micro- and macro-economic analysis of tourism, of its many facets and of its changes.

#### Detailed program

The syllabus is as follows:

- lectures 1 and 2: definitions and contents of tourism (Create, ch. 1);
- lectures 3, 4, 5 and 6: economics of tourist destinations (Create, ch. 3);

- lectures 7 and 8: tourist as consumer (Create, ch. 4)
- lectures 9 and 10: advanced issues on the tourist as consumer (Create, ch. 5)
- lectures 11 and 12: production in tourism (Create, ch. 6)
- lectures 13, 14 and 15: tourist markets (Create, ch. 9)
- lectures 16 and 17: tourism in the economic system (Create, ch. 2);
- lectures 18 and 19: tourism, regional economy and economic development (Create, ch. 12);
- lectures 20, 21 and 22: international tourism (Create, ch. 13);
- lectures 23 and 24: state intervention and organizations for tourism (Create, ch. 14).

## **Prerequisites**

The student is assumed to master the concepts contained in the “Foundations of Economics” course.

## **Teaching methods**

Lectures; weekly student receptions; e-mail conversations.

## **Assessment methods**

{mlang en}Computer-assisted test (75 minutes): 18 multiple choice questions (0-1 points each) and 3 open answer questions (0-5 points each), to assess extensive and intensive knowledge respectively.{mlang}

## **Textbooks and Reading Materials**

Mandatory for everyone: Pompili, *Economia del turismo (cdl STCL)*, Create, McGraw-Hill, Milano, 2014.

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