



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Economia del Turismo

2021-3-E1501N103

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#### Learning area

#### 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 (Candela & Figini, ch. 1);

- lectures 3, 4, 5 and 6: economics of tourist destinations (Candela & Figini, ch. 3);
- lectures 7 and 8: tourist as consumer (Candela & Figini, ch. 4);
- lectures 9 and 10: advanced issues on the tourist as consumer (Candela & Figini, ch. 5);
- lectures 11 and 12: production in tourism (Candela & Figini, ch. 6);
- lectures 13, 14 and 15: tourist markets (Candela & Figini, ch. 9);
- lectures 16 and 17: contracts in tourist markets (Candela & Figini, ch. 10);
- lectures 18 and 19: ict and tourism (Candela & Figini, ch. 11);
- lectures 20 and 21: intervention and organizations for tourism (Candela & Figini, ch. 14);
- lectures 22 and 23: tourism in the economic system (Candela & Figini, ch. 2);
- lectures 24 and 25: tourism, regional economy and economic development (Candela & Figini, ch. 12);
- lectures 26, 27 and 28: international tourism (Candela & Figini, ch. 13).

## **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.

COVID-19 Asynchronous remote lecturing will take place, until the university determines otherwise.

## **Assessment methods**

{mlang en}Computer-assisted test (80 minutes): 18 multiple choice questions (0-1 points each) (35 minutes) and 3 open answer questions (0-5 points each) (45 minutes), to assess extensive and intensive knowledge respectively.

COVID-19 The test is unchanged, but is taken at distance, with e-proctoring. Access information is sent by e-mail in the half-hour before the test.{mlang}

## **Textbooks and Reading Materials**

Mandatory for everyone: Candela & Figini, *Economia del turismo e delle destinazioni*, McGraw-Hill, Milano, 2010<sup>2</sup>.

Students can download review questions and exercises from the book's website, as self-assessment tools.

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