UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Economics & Tourism

2021-3-E3301M136-E3301M137M

Learning objectives

The aims of the course are to provide students with both theoretical and empirical analysis tools to understand the transformations in the economy of contemporary tourism with particular reference to its territorial dimensions. At the end of the course the student will be able to:

- to know the fundamental concepts of the discipline such as tourism businesses, the life cycle of the tourism product, the destination areas, the tourism policies

-knowing the methodologies and variables used by the discipline, such as the specialization and carrying capacity indices

- apply the concepts and methodologies acquired within the territorial economic context

- autonomously deepen the knowledge and applications acquired in particular to understand the results of statistical analyzes and the results of economic policies for tourism promotion on a regional and territorial scale

- critically elaborate analysis models and tourism development policies

Contents

Using a predominantly territorial approach, the following topics will be addressed:

-Local development models

-Marketing and territorial branding

-The measures of tourism

-The impacts of tourism

Detailed program

1. New conceptual paradigms of the contemporary economy

2. New local development models

3. Territorial marketing

4. Place branding

5. History and definitions of tourism

6. How tourism is measured

7. International tourism data

8. National Tourism data

9. Tourism strategies and problems

10. The economic, social and environmental impacts of tourism

Prerequisites

Substantial prerequisites are basic statistical techniques, the use of Excel and the Microeconomics course.

Teaching methods

Lessons, exercises, discussion of cases and articles and project work in groups and individuals.

Assessment methods

Learning outcomes are assessed through a written test (33% of the assessment), a group project work (33% of the assessment) and an individual assignment (33% of the assessment).

The final written test is divided into open questions. The group project work consists of a written report and is presented in the classroom. The individual assignment consists of a written report.

The assessment is expressed in terms of a final grade based on the following criteria: use of the appropriate vocabulary, analytical skills, deepening of the acquired knowledge and critical processing skills.

Textbooks and Reading Materials

Candela-Figini, "Economia del turismo", McGraw-Hill, 2003

Other papers

Rizzi P.. Graziano P., "Regional Perspective on Tourism Global Trend", in Symphonya. Emerging Issues in Management, Special Issue Global Tourism Management, 2017

Rizzi P., Graziano P., "Turismo e sviluppo regionale" in Ferlaino F., Jacobucci D., Tesauro C. (a cura di), "Quali confini? Territori tra identità e integrazione internazionale", Angeli, Milano, 2017

Other study materials (presentations, articles, book chapters, handouts) will be indicated in the classroom and made available on the Blackboard platform dedicated to the course.

Semester

February 2021-May 2021

Teaching language

Italian