



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## **SYLLABUS DEL CORSO**

### **Pianificazione e Politiche Economiche per il Turismo**

2021-3-E3301M201

---

#### **Learning objectives**

The course aims to provide an understanding of the dynamics of the tourism market and the policies that influence it and that govern it. The student will be brought to the knowledge of the dynamics that characterize the economic policies in their impact with the tourist market, both through the theoretical approach and through the case analysis. In particular, cases of tourist destinations and cases of specific tourism products will be examined. Since this is a free choice course, it will be necessary to evaluate the degree of knowledge of the basic tools in order to be able to face the planning and policy plan and take into account any shortcomings in the students attending, to which the course will try to compensate

#### **Contents**

Tools and conditions of tourism

Economic policies acting on tourism

National or local cases where economic policies for tourist destination or specific sectors or segments

## **Detailed program**

Tourism System and Policy

Policies affecting tourism

Role of Public Sector

The European Union Policies on Tourism

Policy for demand

Policy for supply

Forecast Models

Economic Impact of tourism

Policy for Sustainability

National Tourist Plan

Cases of tourism development

## **Prerequisites**

Knowledge of macroeconomics and microeconomics at a basic level. If the students did not attend preliminary courses on Tourism (ex. Tourism Economics) the course will cover the basic

## **Teaching methods**

Frontal Lessons with slides. Case analysis. Pictures and Movies

## **Assessment methods**

Oral exam. Indicatively three questions on three fundamental parts of the course

## **Textbooks and Reading Materials**

Costa P., Manente M., Furlan M.C., Politica economica del turismo, Touring University Press, 2001

Articles and readings will be indicated during the course based on the level of preparation found in the students

## **Semester**

Second Semester

## **Teaching language**

Italian

---