UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Economic Planning and Tourism Policy

2021-3-E3301M201

Learning objectives

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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