

UNIVERSITÀ DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Economic Planning and Tourism Policy

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