UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Economic Planning and Policy of Tourism

2122-1-F7601M052-F7601M044M

Learning objectives

The aim is to develop an understanding of the following factors affecting the tourism sector: (i) destination managment; (ii) market failures and public policies

Contents

Microeconomic and macroeconomic analysis of tourism in order to learn the key factors driving destination management and public policies.

Detailed program

- Tourism product, demand and stagionality
- Tourism destination
- Destination management
- Public goods, externalities and tourism taxation
- Tourism taxation and natural resources
- Tourism and the multiplier effect
- Tourism activities: example of market failures

- Case studies

Prerequisites

None

Teaching methods

The course will be taught through lectures in class. Case studies will be discussed.

Assessment methods

The exam is written only (consisting of an open ended questions) and lasts 1 hour.

Textbooks and Reading Materials

- Candela, G. e Figini, P. (2010) “Economia del turismo e delle destinazioni”, McGraw-Hill

- Martini, U. (2017) "Management e marketing delle destinazioni turistiche territoriali, McGraw-Hill

- C. Tisdell, “Tourism economics, the environment and development”, Edward Elger Publishing, 2001 (only for students not attending lectures)

Semester

First term

Teaching language

Italian. Case studies can be discussed in English if required by students.