



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Economic Planning and Policy of Tourism

2122-1-F7601M052-F7601M044M

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#### Learning objectives

The aim is to develop an understanding of the following factors affecting the tourism sector: (i) destination management; (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.

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