UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Economics & Tourism

2223-3-E3301M136-E3301M137M

Learning objectives

The aims of the course are to provide students with both theoretical and empirical analysis tools to understand the transformations in the economy of contemporary tourism with particular reference to its territorial dimensions. At the end of the course the student will be able to:

- to know the fundamental concepts of the discipline such as tourism businesses, the life cycle of the tourism product, the destination areas, the tourism policies
  -knowing the methodologies and variables used by the discipline, such as the specialization and carrying capacity indices
- apply the concepts and methodologies acquired within the territorial economic context
- autonomously deepen the knowledge and applications acquired in particular to understand the results of statistical analyzes and the results of economic policies for tourism promotion on a regional and territorial scale
- critically elaborate analysis models and tourism development policies

Contents

Using a predominantly territorial approach, the following topics will be addressed:
-Local development models
-Marketing and territorial branding
-The measures of tourism
-The impacts of tourism

Detailed program

1. New conceptual paradigms of the contemporary economy
2. New local development models
3. Territorial marketing
4. Place branding
5. History and definitions of tourism
6. How tourism is measured
7. International tourism data
8. National Tourism data
9. Tourism strategies and problems
10. The economic, social and environmental impacts of tourism

Prerequisites

Teaching methods

Assessment methods

Textbooks and Reading Materials

Semester

Teaching language

Sustainable Development Goals

GOOD HEALTH AND WELL-BEING | SUSTAINABLE CITIES AND COMMUNITIES