UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

# COURSE SYLLABUS

# Economics of The Tourism Industry

**2223-3-E3301M136-E3301M138M**

## Learning objectives

The course aims at providing student the knowledge of how to evaluate the impact of tourism on microeconomics. The student knows also how to interpret the tourist's behaviour, the characteristics of tourism demand and supply together with the recent evolution of this sector. Moreover, she/he is able to compare theoretical models with respect empirical evidence. Finally, she/he knows how to develop autonomously researches both in tourism economics and industrial tourism economics.

## Contents

The course studies tourism microeconomics: consumer- tourist characteristics, tourism demand and supply and the analysis of tourism markets.

## Detailed program

Tourism microeconomics: introduction

Tourism: Concepts, Definitions and Measures

The tourist as a consumer: demand analysis and extensions

Tourism production

Tourism supply: production and distribution firms

Tourism supply: services firms (transports, hotels, restaurants,..)

The tourism markets

The contracts in the tourism markets

The ICT and the tourism sector

The impact of COVID19 on tourism markets

## Prerequisites

Basic knowledge of Microeconomics, Macroeconomics and Statistics

## Teaching methods

The course will be in blended elearning

## Assessment methods

**Attending students.**

Attending students are defined as actively participating (70%) in frontal lessons and online teaching

Attendance will be verified through participation in online platform and during lectures

Verification of learning takes place by two steps:

1. Midterm exams (50% of the final grade)
2. with an end-of-course research on subjects supplied and 2 open questions (50%).

**Students not attending**

Written exam: 5 open questions in 1 hour.

It will be possible, at the request of the student and in specific situation, to also take an oral exam, in addition to the written one

## Textbooks and Reading Materials

Candela G e Figini P., Economia del turismo e delle destinazioni, MacGraw-Hill

Reading materials will be given during classes.

## Semester

First semester

## Teaching language

Italian

## Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION AND PRODUCTION