UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Economics of Tourism

2324-3-E1501N103

Learning area

Learning objectives

This course has two goals:

(*knowledge and comprehension*) to master core concepts of the economic analysis of tourism within a changing society and to understand instruments supporting public choices for tourism;

(*ability to apply*) to acquire basic competences on methods of applied economic analysis of local tourist systems and on tools for the assessment of the local supply of tourist resources and of the demand for tourist services.

Contents

The course focuses, at the intermediate level, on the micro- and macro-economic analysis of tourism, of its many facets and of its changes.

Detailed program

The syllabus is as follows:

- lectures 1 and 2: definitions and contents of tourism (Candela & Figini, ch. 1);

- lectures 3, 4, 5 and 6: economics of tourist destinations (Candela & Figini, ch. 3);

- lectures 7 and 8: tourist as consumer (Candela & Figini, ch. 4);

- lectures 9 and 10: advanced issues on the tourist as consumer (Candela & Figini, ch. 5);

- lectures 11 and 12: production in tourism (Candela & Figini, ch. 6);

- lectures 13, 14 and 15: tourist markets (Candela & Figini, ch. 9);

- lectures 16 and 17: contracts in tourist markets (Candela & Figini, ch. 10);

- lectures 18 and 19: ict and tourism (Candela & Figini, ch. 11);

- lectures 20 and 21: intervention and organizations for tourism (Candela & Figini, ch. 14);

- lectures 22 and 23: tourism in the economic system (Candela & Figini, ch. 2);

- lectures 24, 25 and 26: international tourism (Candela & Figini, ch. 13);

- lectures 27 and 28: tourism, regional economy and economic development (Candela & Figini, ch. 12).

Prerequisites

The student is assumed to master the concepts contained in the “Foundations of Economics” course.

Teaching methods

Lectures in Italian; content explanations at weekly office hours (thursdays 2:30-4:00pm - also via Webex for employed students); organizational explanations via e-mail conversations.

Assessment methods

Computer-assisted test (80 minutes): 18 multiple choice questions (0-1 points each) (35 minutes) and 3 open answer questions (0-5 points each) (45 minutes), to assess extensive and intensive knowledge respectively. Oral integration (optional): 1 open answer question (plus or minus 2 points w.r.t. the test vote), taken according to the usual rules.

Textbooks and Reading Materials

Mandatory for everyone: Candela & Figini, *Economia del turismo e delle destinazioni*, McGraw-Hill, Milano, 2010^2.

Students can download review questions and exercises from the book's website, as self-assessment tools.

The course page hosts a file including links to suggested readings in English.

Sustainable Development Goals

DECENT WORK AND ECONOMIC GROWTH