UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Economics of Tourism

2526-3-E1501N103

Learning area

Learning objectives

This course has several goals (Dublin Descriptors between parentheses):
(*1. knowledge and understanding*) to master core concepts of the economic analysis of tourism and to understand instruments supporting public choices for tourism;
(*2. applying knowledge*) to possess basic competences on methods of applied economic analysis of local tourist systems within a changing society;
(*3. making judgements*) to acquire the ability to assess the demand for localised tourist services and the local supply of tourist resources, in order to develop the latter;
(*4. communication*) express concepts learned through appropriate terms;
(*5. learning skills*): identify reliable texts about the course's topics.

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

56 hours organised as 28 2-hour (non-remote) lectures, aided by slides, in Italian.
Content explanations at weekly office hours, also via Webex for employed students (updated hours in the personal page / University directory).
Organizational explanations via e-mail conversations.
Explanations may be also in English, French or Spanish, as required.

Assessment methods

The exam consists of one written computer-assisted test (80 minutes), composed of 18 multiple choice questions (0-1 points each) (35 minutes) and 3 open answer questions (0-5 points each) (45 minutes), to assess extensive (objective 1) and intensive (objective 2) knowledge respectively (the degree final essay shall assess objective 3).

Textbooks and Reading Materials

Mandatory for everyone: Candela & Figini, *Economia del turismo e delle destinazioni*, McGraw-Hill, Milano, 2010².
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