UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Economia del Turismo

2627-3-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.
Because of third-party rights, the lecturer is not allowed to upload the slides on the course page.
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