# Tourism Economics

## Prof. Francesca Bertoglio

***Text under revision. Not yet approved by academic staff.***

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

To understand and develop skills in applying methods for analysing and measuring the economic aspects of tourism.

To be familiar with the main organisational structures, the relevant regulations and the levers and indicators.

To practice seeing the tourism system as a complex whole, recognising the interconnections between all the actors involved and analysing direct and indirect repercussions.

To acquire a degree of planning and programmatic autonomy within the tourist sector, particularly concerning: cultural tourism geared towards enhancing the local area, strategic positioning, direct and indirect repercussions within the circular economy system, and tourism in the digital age.

To develop processes aimed at encouraging actors in the tourism sector to commit to common strategies.

***COURSE CONTENT***

The course analyses the tourism sector, familiarising students with

* the transformation of the tourism sector in the digital age
* the main institutional and organisational structures of the sector,
* the tourist chain, its structure and components,
* the main economic indicators,
* strategic and operational management,
* personnel policies and organisation,

and stimulating reflection on the interconnections between tourism and culture, with constant, particular reference to the digital age.

The course will examine some case studies:

* major events and their impact in terms of international promotion and positioning (focus: Turin 2006, EXPO 2015, MATERA 2019)
* the cultural tourism of festivals and local impact [focus: Festival Letteratura di Mantova, Mostra del Cinema di Venezia, Edinburgh Festival] BRESCIA BERGAMO 2023: mapping the processes

***READING LIST***

[M. Giannotta](https://www.libreriauniversitaria.it/libri-autore_giannotta+m-m_giannotta.htm), [R. Cataldo](https://www.libreriauniversitaria.it/libri-autore_cataldo+r-r_cataldo.htm), [A. P. Paiano](https://www.libreriauniversitaria.it/libri-autore_paiano+a+p-p_a_paiano.htm),  *Cultura e turismo nell'era digitale. Approcci interdisciplinari per una governance integrata*, Tangram Edizioni Scientifiche, 2021.

Garibaldi R., *Economia e gestione delle imprese turistiche*, Hoepli, 2015.

Della Corte V., *Imprese e sistemi turistici. Il management*, Egea, Milan, 2013.

Confalonieri M., *Economia, strategie e management delle aziende turistiche,* Giappichelli, Turin, 2011.

***TEACHING METHOD***

Frontal lectures, practical classes, company testimonials and the discussion of case studies.

Use of the Blackboard platform.

***ASSESSMENT METHOD AND CRITERIA***

During the course, students will be asked to work on a practise exercise which will be part of the exam, to be presented orally.

More detailed information on the examination and partial tests will be published on Blackboard.

***NOTES AND PREREQUISITES***

Attendance in lectures and in the practical classes is strongly encouraged.

There are no prerequisites for this course.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.