Tourism Economics

Prof. Laura Solimene

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

The course provides a general overview of basic economic concepts as they apply to tourism. In particular, the course analyses the behaviour of the main actors within the sector (micro-economic analysis) and the aspects linking the sector with gross production, national revenue, employment and international trade.

At the end of the course, students will be able to identify the micro and macro-economic foundations of tourism, understand its contribution to the economic growth of a nation, and recognize the strengths and weaknesses of the different strategies adopted, also considering the changes introduced by ICT (Information and Communication Technology). Furthermore, students will be able to understand the role played by the institutions governing and organising the economic relations between the actors operating in this field.

***COURSE CONTENT***

1. Introduction to tourism economics: definitions and content.
2. Micro-economic analysis of tourism:

– the demand for tourism;

– tourists as consumers;

– production;

– the tourist industry.

1. Macro-economic analysis of tourism:

– tourism within the economic system;

– international tourism: monetary and real flows;

– state intervention and the public organisations of tourism.

***READING LIST***

G. Candela-P. Figini, *Economia del turismo e delle destinazioni,* McGraw-Hill, Milan, 2010, second edition.

Details of the specific chapters to study along with potential additional study materials will be available on the *e-learning* platform at http://blackboard.unicatt.it.

***TEACHING METHOD***

Lectures. In addition, typical aspects of the tourist market will be approached through group work or contributions from experts of the industry.

***ASSESSMENT METHOD AND CRITERIA***

A three-questions written exam (90 minutes). An oral exam is optional and applies to the mark of the written exam. Questions may require presenting concepts and economic theories as well as illustrating graphs and commenting on market situations. The three open questions in the written exam will be equal in weight.

The primary aim of the exam is to assess students’ economic reasoning skills, basic analytical accuracy and the ability to critically analyse contents.

***NOTES AND PREREQUISITES***

The course has no prerequisites in terms of content, although basic knowledge acquired in an introductory course on economic policy will help students understand the contents covered.

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching will be carried out following procedures that will be promptly notified to students. More information on remote teaching and the assessment method are available at e-learning platform <http://blackboard.unicatt.it>.

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.