

TEACHING UNIT OF ECONOMIC POLICY FOR TOURISM AND TRANSPORTATION

BA course in Hospitality Management

Teaching unit

Undergraduate A.A. 2019/2020

Professor: Aldo Barba

☎ 081675022

email: albarba@unina.it

SSD

CFU

Year (I, II o III)

Semester (I o II)

Eventual pre-requisite (specify the teaching unit):

Lessons timetable (to click on)

LEARNING OUTCOMES

Knowledge and understanding

This course introduces the student to the main topics of the political economy of tourism and transportation, with reference to the goals that the public authorities pursue in supporting the tourism sector, as well as the tools they use to achieve them. Its main purpose is to make students understand the role of the 'tourist destination' as an agglomeration of companies and organizations in a territorial connection which are involved in producing and marketing the overall tourism product.

Applying knowledge and understanding

The student must demonstrate to have understood the microeconomic and macroeconomic logic to which the actions of all the actors of the tourism sector respond and to be able to use this knowledge to analyze concrete experiences of specific tourist destinations.

Any other learning outcomes, considering:

- **Making judgments:** The ability to gather useful data and information to establish a connection between the main topics of the course and concrete cases.
- **Communication skills:** The student must demonstrate to be able to present the main contents of the topic in a clear and synthetic way, both written and oral.
- **Learning skills:** The ability to study independently, and the ability to participate in group work.

SYLLABUS

PART I INTRODUCTION

The economics of tourism. The use of models. The measurement of tourist flows. The central role of tourist destinations.

PART II THE MICROECONOMICS OF TOURISM

The consumer theory applied to the tourist. The choice of the tourist as a consumer. Production in tourism. Tour operators, Travel Agencies, Hospitality, Transport and Attractions. The structure of tourist markets. Tourist markets and destinations. The role of ITC.

PART III THE MACROECONOMICS OF TOURISM

Tourism and regional development. The tourism multiplier. Real and monetary flows. Exchange rate and the competitiveness of destinations.

PAR IV THE STATE INTERVENTION

Public goods and bads. The externalities. Public intervention: taxation, transfers and public investments. Sustainable tourism. The carrying capacity of the destination. Social and environmental sustainability.

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REFERENCE BOOKS AND ARTICLES

Guido Candela and Paolo Figini. <i>The Economics of Tourism Destinations</i> . Springer Verlag Teaching materials
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ASSESSMENT METHODS AND CRITERIA

The modalities with which the final evaluation is formulated - 18/30, awarded when the candidate's skills are at least elementary, up to the grade of 30/30, as the knowledge is excellent - are the following:

- a) The way in which the student sets the problem and suggests the solution;
- b) Mastery of the tools that must be used for this purpose;
- c) The ability to reach a clear conclusion.

EXAM'S STRUCTURE

The final exam is based on	Written and oral 80% - (40% written/40% oral)	X	Only written		Only oral	
Project work and relative discussion	20%	X				
Other (specify)						
In case of written exam (*)	Multiple choice		Open ended (no more than one page)	X	Numerical exercises	X

(*) E' possibile rispondere a più opzioni, indicando in percentuale il peso specifico di ciascuna prova

NOTES

The course will have an operational character, with development and discussion of a group project work
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