



## COURSE DESCRIPTION ECONOMIC POLICY IN TOURISM AND TRANSPORTS

SSD:

DEGREE PROGRAMME: HOSPITALITY MANAGEMENT (DB5)  
ACADEMIC YEAR 2025/2026

### COURSE DESCRIPTION

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### GENERAL INFORMATION ABOUT THE COURSE

INTEGRATED COURSE: NOT APPLICABLE  
MODULE: NOT APPLICABLE  
TEACHING LANGUAGE: ITALIANO  
CHANNEL:  
YEAR OF THE DEGREE PROGRAMME: I  
PERIOD IN WHICH THE COURSE IS DELIVERED: SEMESTER II  
CFU:

#### REQUIRED PRELIMINARY COURSES

None.

#### PREREQUISITES

None.

#### LEARNING GOALS

The course introduces students to the main themes of tourism and transportation economics, with particular reference to their implications for economic policy. The main goal of the course is to clarify the reasons that drive public operators to intervene in the tourism sector and the objectives they aim to achieve.

#### EXPECTED LEARNING OUTCOMES (DUBLIN DESCRIPTORS)

**Knowledge and understanding**

After completion of this course, the student will be able to:

Understand the key terms used in the study of the tourism sector; Identify the definitions officially adopted by national and international organizations. Understand the indicators used to measure tourism flows; Discuss the various issues related to the identification and definition of the tourism

sector in the economy and what are the approaches used to measure its relevance; Evaluate the economic impact of tourism, both at a theoretical level and in the national accounting systems.

Understand the concept of tourism destination, its main features, and the reasons why its economic aspects justify a specific investigation; Understand the key aspects of tourism demand, at the analytical (elasticity), theoretical (relationship between tourism demand and destination management), and empirical (forecasting methods for tourism demand) level; Understand the life cycle model applied to the tourism destination and the principles for the optimal management of its evolution.

Understand the models that explain how the tourist decides as regards length and the type of stay; Understand the reasons why tourism firms exist and how they can be identified and classified; Discuss two relevant issues related to tourism production; Understand the most relevant market regimes and their application to the sectors in which tourism firms compete.

Understand the macroeconomic principles that link tourism expenditure to production and income in the economy; Understand the main theoretical and empirical findings of the debate and the relationship between tourism specialization and economic growth and development; Understand the key concepts of international tourism, such as the exchange rate, the multinational company, the balance of payments.

Understand the concept of market failure, with particular reference to the externalities and the public good, the reasons behind the intervention of the State in the economy, its available instruments and financing possibilities, the organization of tourism on a local, national, and international level, the concept of sustainability.

### **Applying knowledge and understanding**

Thanks to the knowledge acquired, the student will be able to read documents (reports, etc.) which deal with the main economic policies that can be adopted in the tourist destination. He will also be able to discuss concrete experiences in appropriate language, also referring to the main quantitative indicators used in the current debate.

## **COURSE CONTENT/SYLLABUS**

**PART I** Definitions and Key Concepts The Tourism Sector in the Economy The Economics of Tourism Destinations

**PART II** The Consumer Theory Applied to the Tourist Production, Production in Tourism, The Tourism Markets

**PART III** Tourism, Development, and Growth International Tourism: Real and Monetary Flows

**PART IV** The State Intervention and the Public Organization of Tourism

## READINGS/BIBLIOGRAPHY

**Economics of tourism destinations**, Guido Candela, Paolo Figini, Springer  
Handouts

## TEACHING METHODS OF THE COURSE (OR MODULE)

The course includes lectures and exercises. Project works are developed and discussed.

## EXAMINATION/EVALUATION CRITERIA

### a) Exam type

- Written
- Oral
- Project discussion
- Other

### In case of a written exam, questions refer to

- Multiple choice answers
- Open answers
- Numerical exercises

### b) Evaluation pattern

Weighted average of your overall exam scores, weighted as follows:

Written 40%;

Oral 40%;

Project work 20%.