UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Economiche, Aziendali e Statistiche		
ACADEMIC YEAR	2018/2019		
MASTER'S DEGREE (MSC)	TOURISM SYSTEMS AND HOSPITALITY MANAGEMENT		
INTEGRATED COURSE	TOURISM ECONOMICS AND REGIONAL POLICY - INTEGRATED COURSE		
CODE	18986		
MODULES	Yes		
NUMBER OF MODULES	2		
SCIENTIFIC SECTOR(S)	SECS-P/06, SECS-P/02		
HEAD PROFESSOR(S)	MAZZOLA FABIO	Professore Ordinario	Univ. di PALERMO
OTHER PROFESSOR(S)	MAZZOLA FABIO	Professore Ordinario	Univ. di PALERMO
	RUGGIERI GIOVANNI	Professore Associato	Univ. di PALERMO
CREDITS	9		
PROPAEDEUTICAL SUBJECTS			
MUTUALIZATION			
YEAR	1		
TERM (SEMESTER)	1° semester		
ATTENDANCE	Not mandatory		
EVALUATION	Out of 30		
TEACHER OFFICE HOURS	**MAZZOLA FABIO**		
	Monday 12:30 13:30		
	RUGGIERI GIOVANNI		
	Thursday 12:00 14:00	Online on Teams Platform or in presence University Campus - Palermo - Building 13 - Room 5.3For different days and times, please write to giovanni.ruggieri@unipa.it	

DOCENTE: Prof. FABIO MAZZOLA

PREREQUISITES	Knowledge of micro and macro economics and Tourism Economics
LEARNING OUTCOMES	Ability to apply models and tools for the analysis of economic sectors Understanding of market structures of the macro sectors of tourism Independence of judgment in the interpretation of models and economic theories applied to the tourism industry and the economy of the services Communication skills in transferring concepts and content Learning skills in the classroom through questions, questions and exercises
ASSESSMENT METHODS	TEST IN ITINERE / PROJECT WORK / FINAL EXAM. EVALUATION MODALITIES OF THE ORAL TEST: It consists of a colloquium aimed at ensuring the possession of the competences and the disciplinary knowledge of the course, the ability to contextualize and expose; The evaluation is expressed in thirtieths. VERIFICATION OF KNOWLEDGE: The ability to establish connections between the content (theories, models, tools, etc.) that is the subject of the course will be required. ELABORATIVE CAPACITY VERIFYING: ability to establish connections between content (theories, models, tools, etc.) that are the subject of the course. Understand the applications or their implications within the discipline. VERIFICATION OF EXPOSITIVE CAPACITIES: Minimum evaluation in case the examination demonstrates a language property appropriate to the reference context but this is not sufficiently articulated; Maximum evaluation can be achieved by those who demonstrate full mastery of the sectoral language as well. VALUATION METHOD FOR WRITING TEST: Verifying the skills and knowledge of the disciplinary field of the course consists of a series of questions, or closed stimuli, each of which is accompanied by two or more closed answers. The skills and knowledge of the examiner are tested by choosing the answers or answers that are considered to be exact between those offered to each question. The closure of the stimulus and the answer allows you to determine the a priori score to be assigned to each question depending on whether the answer is correct, wrong or omitted.
TEACHING METHODS	Lectures, classroom exercises, business and institution testimonies, project work presentations

MODULE
REGIONAL ECONOMIC POLICY

Prof. FABIO MAZZOLA

SUGGESTED BIBLIOGRAPHY
Materiale fornito dal docente prevalentemente basato sulla letteratura internazionale riguardante l'analisi e la politica economica regionale e le loro interrelazioni con il settore del turismo (Material provided by the teacher mostly based on international literature concerning regional economic analysis and policy and their relationship with the tourism sector

AMBIT	20965-Attività formative affini o integrative
INDIVIDUAL STUDY (Hrs)	57
COURSE ACTIVITY (Hrs)	18

EDUCATIONAL OBJECTIVES OF THE MODULE
Aim of the module is to introduce the student to regional economic analysis and regional economic policy with a specific concern to the role of the tourism sector. In the first part of the module, after the introduction of some basic concepts, we will analyze the regional development models and their policy implications. In the second part of the module, we will consider the contribution of the tourism sector to economic growth and development and the methodologies which can measure this contribution with particular concern to those mostly used in policy choices

SYLLABUS

Hrs	Frontal teaching
2	Space and economics; Definition of regional economics
2	Regional growth and Development
2	Territorial competitiveness and exogenous development
2	Territorial competitiveness and endogenous development
2	Core-Periphery model and regional growth and development
2	Attractiveness and economic growth
4	Tourism Sector and economic growth: theory and measurement
2	Tourism, sectoral interactions and networks

MODULE
TOURISM SYSTEMS ECONOMICS

Prof. GIOVANNI RUGGIERI

SUGGESTED BIBLIOGRAPHY

Candela G., Figini P,. The economics of tourism destinations, Springer, 2012
N. Scott, R. Baggio, C. Cooper: Network Analysis and Tourism: from Theory to Practice, Channel View Pubblications
R. Sharpley and D. J. Telfer: tourism and development, concept and Issues, 2nd Issues
Channel View pubblication

AMBIT	50461-Discipline economiche e gestionali
INDIVIDUAL STUDY (Hrs)	114
COURSE ACTIVITY (Hrs)	36

EDUCATIONAL OBJECTIVES OF THE MODULE

The course aims to explore the issues and problems involved in the application of systems theory, their industrial economy, which frame of reference for the study of tourism as an industry.
In this context, it will discuss the impact that the technological revolution has on the tourism industry as a whole, from the point of view of production, management and distribution.
In particular, the objectives of the course are as follows:
knowledge of basic and structure of the tourism industry;
understanding of the operation of the sector and of the branches of production and the characteristic market models
construction and use of instruments for the determination of economic impacts and systemic territorial organization models (clusters and networks) for the development of tourism and sectoral economies.

SYLLABUS

Hrs	Frontal teaching
2	Economics of destinations and other related issues
2	Definition of key concept
2	Tourism and sectors in economics
2	The economics of tourism destinations
2	The price destination policy
2	The product destination policy
2	Evolution models for the destination
2	The consumer theory in the destination
2	Production in tourism
2	The supply side of tourism destination
2	The network role
2	Tourism markets
2	ICT and development
2	Tourism, development and growth
2	Tourism and growth models
2	Sustainability and development
2	The planning process
2	Monitoring and control for TD
2	Case studies and specilized destination
2	Case studies and working groups
2	Best practices in Europe
2	Best practices in USA
2	The TD policies for innovation
2	The future destinations