



# UNIVERSITÀ DEGLI STUDI DI PALERMO

<b>DEPARTMENT</b>	Scienze Economiche, Aziendali e Statistiche		
<b>ACADEMIC YEAR</b>	2019/2020		
<b>MASTER'S DEGREE (MSC)</b>	TOURISM SYSTEMS AND HOSPITALITY MANAGEMENT		
<b>INTEGRATED COURSE</b>	TOURISM ECONOMICS AND REGIONAL POLICY - INTEGRATED COURSE		
<b>CODE</b>	18986		
<b>MODULES</b>	Yes		
<b>NUMBER OF MODULES</b>	2		
<b>SCIENTIFIC SECTOR(S)</b>	SECS-P/06, SECS-P/02		
<b>HEAD PROFESSOR(S)</b>	MAZZOLA FABIO	Professore Ordinario	Univ. di PALERMO
<b>OTHER PROFESSOR(S)</b>	MAZZOLA FABIO	Professore Ordinario	Univ. di PALERMO
	RUGGIERI GIOVANNI	Professore Associato	Univ. di PALERMO
<b>CREDITS</b>	9		
<b>PROPAEDEUTICAL SUBJECTS</b>			
<b>MUTUALIZATION</b>			
<b>YEAR</b>	1		
<b>TERM (SEMESTER)</b>	1° semester		
<b>ATTENDANCE</b>	Not mandatory		
<b>EVALUATION</b>	Out of 30		
<b>TEACHER OFFICE HOURS</b>	<b>MAZZOLA FABIO</b> Monday 12:30 13:30  <b>RUGGIERI GIOVANNI</b> 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 <a href="mailto:giovanni.ruggieri@unipa.it">giovanni.ruggieri@unipa.it</a>		

**DOCENTE:** Prof. FABIO MAZZOLA

<b>PREREQUISITES</b>	Knowledge of micro and macro economics and Tourism Economics
<b>LEARNING OUTCOMES</b>	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
<b>ASSESSMENT METHODS</b>	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.
<b>TEACHING METHODS</b>	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

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

**EDUCATIONAL OBJECTIVES OF THE MODULE**

The purpose of the module is to provide adequate tools for regional analysis and policy with particular reference to the tourism sector and tourism systems.  
In the first part of the module, after some introductory concepts, we will review the different models of regional development and the implications of economic policy  
The second part will analyze the contribution of the tourism sector to growth and economic development and the methodologies suitable for measuring this contribution with particular reference to those most commonly used in economic policy choices.

**SYLLABUS**

<b>Hrs</b>	<b>Frontal teaching</b>
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  
Chapters: 1,2,3,4,12,13.

### TO READ MORE:

N. Scott, R. Baggio, C. Cooper: Network Analysis and Tourism: from Theory to Practice, Channel View Publications

R. Sharpley and D. J. Telfer: tourism and development, concept and Issues, 2nd Issues  
Channel View publication

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

### EDUCATIONAL OBJECTIVES OF THE MODULE

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

## SYLLABUS

Hrs	Frontal teaching
2	Definition of key concepts in tourism System
2	The economics of tourism destinations
2	Supply side approach in tourism Destination Analysis
2	Demand Side approach in Tourism Destination Analysis
2	The network analysis approach
2	Price analysis in tourism Destination
2	Monitoring and Control in tourism Destination
2	tourism products in tourism destination
2	Tourism Markets and destinations
2	Tourism policies for destinations: over and under tourism
2	Economic development and tourism
2	Tourism destination Planning_1
2	Tourism Destination Planning_2
2	Case studies of tourism destination_1
2	Case studies of tourism destination_2
2	Case Study Tourism Destination_3
2	Casse Studies tourism destination_4
2	The Islands and Unesco Destinations