



# UNIVERSITÀ DEGLI STUDI DI PALERMO

<b>DEPARTMENT</b>	Scienze Economiche, Aziendali e Statistiche		
<b>ACADEMIC YEAR</b>	2022/2023		
<b>BACHELOR'S DEGREE (BSC)</b>	TOURISM, TERRITORIES AND BUSINESSES		
<b>INTEGRATED COURSE</b>	TOURISM ECONOMICS, RESOURCES AND DESTINATIONS - INTEGRATED COURSE		
<b>CODE</b>	22516		
<b>MODULES</b>	Yes		
<b>NUMBER OF MODULES</b>	2		
<b>SCIENTIFIC SECTOR(S)</b>	SECS-P/06		
<b>HEAD PROFESSOR(S)</b>	PIRRONE CLAUDIO	Ricercatore a tempo determinato	Univ. di PALERMO
<b>OTHER PROFESSOR(S)</b>	PURPURA ANTONIO	Professore a contratto in quiescenza	Univ. di PALERMO
	PIRRONE CLAUDIO	Ricercatore a tempo determinato	Univ. di PALERMO
<b>CREDITS</b>	12		
<b>PROPAEDEUTICAL SUBJECTS</b>			
<b>MUTUALIZATION</b>			
<b>YEAR</b>	2		
<b>TERM (SEMESTER)</b>	Annual		
<b>ATTENDANCE</b>	Not mandatory		
<b>EVALUATION</b>	Out of 30		
<b>TEACHER OFFICE HOURS</b>	<p><b>PIRRONE CLAUDIO</b>  Wednesday 08:00 10:00 Viale delle Scienze, ed. 13, 5° piano. Solo previa prenotazione.</p> <p><b>PURPURA ANTONIO</b>  Wednesday 10:00 11:30 Dipartimento SEAS - piano quinto  Friday 12:00 14:00</p>		

<b>PREREQUISITES</b>	<p>A good knowledge of Micro and Macro economics and in particular, consumer choice theories, market models, macroeconomic variable and the Keynesian model.</p> <p>Basic knowledge mathematics, mathematical analysis and in particular the study of functions and derivatives of a function.</p>
<b>LEARNING OUTCOMES</b>	<p>Knowledge and understanding</p> <p>Know and manage the main economics of tourism (definitions, consumer theory, choice theory, tourism businesses, contracts and systems) and economics of tourism-related industries (production, market dynamics, regional economies).</p> <p>Ability to apply knowledge and understanding.</p> <p>Knowing how to apply the knowledge gained and make the most of one's ability to analyze the topics covered by the course, thus demonstrating an approach professional at work. To this end, skills will have to be developed adequate both to build and support arguments, and to analyze complex problems in the economics of tourism, on the models of tourist destinations and on regional development linked to tourism. Judgment autonomy: Knowing how to orientate with confidence in the analysis of socioeconomic problems of greater relevance and importance with an approach that reconciles character positive and normative of tourism economies; finally, to prove that you have matured and developed further, during the study of the discipline, the its independence of judgment to critically interpret these problems, with particular attention to scientific and ethical aspects.</p> <p>Communication skills: Being able to communicate and express appropriately and with one terminology suitable for different communication contexts, concepts, problems e solutions in order to identify the various economic models and the choices of economic policy highlighting its fundamental aspects.</p> <p>Learning ability: Acquire and develop those learning skills necessary for destination models and criteria for the analysis of economic problems and for undertake more advanced studies with a high degree of autonomy.</p>
<b>ASSESSMENT METHODS</b>	<p><b>WHAT IS ASSESSED:</b></p> <p><b>KNOWLEDGE:</b> knowledge of taxonomy, basic concepts and main models used for the scientific analysis of tourism.</p> <p><b>THE PROCESSING SKILLS:</b> ability to establish connections between the contents (theories, models, tools, etc.) covered by the course.</p> <p><b>EXHIBITING CAPABILITIES:</b> evaluation of the ownership of language in exposing concepts, theories and models making use of the terms of economy and tourism with mastery.</p> <p><b>HOW IT IS EVALUATED:</b></p> <p><b>FOUR TESTS</b> are foreseen as described below:</p> <p>a) an <b>INITIAL TEST</b> carried out at the beginning of the course, useful for a self-assessment by the student and concerning the basic knowledge of economics to be able to face the course and fully understand the contents and models. The test consists of a written test with 10 open-ended and descriptive questions on basic and general topics of economics. The test will be corrected and discussed in the classroom. The evaluation will be done in the classroom and will not mediate with other evaluations.</p> <p>b) a <b>TEST IN ITINERE</b> where the student's knowledge about learning the basics of Tourism Economics is assessed. It is carried out halfway through the course and on the part of the program. The test consists of a test with 28 multiple choice questions and two open answer questions, with a maximum score of 30 and a minimum score of 18. Those who pass the test will keep the mark that will average with the evaluation of the final test. The candidate, who has passed the ongoing test and who has accepted the vote, will not have to take the part of the program of the text Economics of tourism and destinations in the final test.</p> <p>c) a <b>WORKIN GROUP</b>, where the ability of the individual component and of the group in general in knowing how to find tourism information and data (supply and demand) and in representing and displaying them with IT tools and models is assessed.</p> <p>The work must concern a topic of the subject and must make use of quantitative data on tourism processed using spreadsheets (Excel). The group will present the work in the classroom using presentation software (PowerPoint, precious, etc.). The evaluation of the teamwork will include a mark for each member of the group from 0 to 2 points, which will be added to the mark obtained in the following final test.</p> <p>d) <b>FINAL EXAM</b>, aimed at all, assesses the ability to contextualize, exhibit and interpret the tourism economy models and to know how to explain them. The candidate must demonstrate maturity in following a scientific approach to tourism.</p> <p>The test consists of a written exam, on a sheet of squared paper, where three</p>

	<p>questions will be formulated, and the student will have to formalize the answers necessarily making use of tables, graphs and formulas. Those who have answered at least two of the three questions, will be able to take the oral part of the test and on various subjects.</p> <p>For all of those who have carried out the intermediate tests and obtained an evaluation in the intermediate test (s) (the mark of one or the two tests will or will mediate with the evaluation of the final test), they will not be questioned, in the course of the final test, on the part of the program already taken in one or two tests.</p> <p>The written and oral exams will be taken on the same day.</p> <p>The final evaluation will be considered:</p> <p>EXCELLENT (30-30 cum laude): the student will show excellent knowledge of the topics and technical terminology, good analytical skills, and the ability to apply knowledge to problem solving;</p> <p>VERY GOOD (26-29): the student shows good mastery of the subject, full property of language and the ability to apply knowledge to problem solving;</p> <p>GOOD (24-25) if the student will show to have basic knowledge of the main topics, fairly good knowledge of the terminology, limited ability to independently apply the knowledge for problem solving;</p> <p>MORE THAN SUFFICIENT (20-23): the student does not display full mastery of the main arguments but has a good understanding of the same, satisfactory use of terminology, lacks independence in the ability to apply the acquired knowledge;</p> <p>SUFFICIENT (18-19): the student shows minimum basic knowledge of the main issues and the discipline terminology, minimum ability to apply the knowledge acquired;</p> <p>INSUFFICIENT: if the student does not have an acceptable knowledge of the contents of the topics covered in the module.</p>
<b>TEACHING METHODS</b>	lectures, classroom exercises, testimonials from companies and public bodies, testimonials from other teachers in English through online links, preparation of project work and discussion of case studies

## MODULE TOURIST DESTINATION ECONOMICS

*Prof. ANTONIO PURPURA*

### SUGGESTED BIBLIOGRAPHY

Candela G. – Figini  
Economia del turismo e delle destinazioni (seconda Edizione) – Capitoli: 1,3,4,9,10,14,15  
McGraw-Hill – Milano (qualsiasi edizione)

<b>AMBIT</b>	50038-Discipline economiche e aziendali
<b>INDIVIDUAL STUDY (Hrs)</b>	98
<b>COURSE ACTIVITY (Hrs)</b>	52

### EDUCATIONAL OBJECTIVES OF THE MODULE

The aim of the course is the acquisition of knowledge useful for framing and analyzing tourism as a complex economic phenomenon at the microeconomic level.  
In particular, the analytical knowledge and models for the study of the behavior of the agents from which the supply and demand in the tourism market will be transmitted.  
The analytical models that are used for the analysis of supply and demand are borrowed from microeconomic theory and are organized according to four macro-topics;  
The concept of tourist product intended as a complex and heterogeneous mix of goods and services of different sectoral derivation on which demand and supply and demand are manifested.  
The model of tourist destination as a system of goods and services perceived as unicum by the tourist-consumer, even if articulated in sets of differentiated tourism.  
Time and uncertainty in bargaining in the tourism market, and therefore the series of contracts, contingent or otherwise, intended to regulate the relationships between the different actors of tourism demand and production. Sustainability in tourism that involves the public or collective nature of many goods that are part of tourism consumption, influencing their levels and methods of offer.

## SYLLABUS

Hrs	Frontal teaching
12	CONTENT AND THE TOURISM ECONOMY METHODS
12	ECONOMICS OF DESTINATIONS
12	THE TOURIST AS A CONSUMER.
5	THE THEORY OF THE TOURISM CONSUMER
12	CONTRACTS IN THE TOURISM MARKET
5	THE TOURIST MARKETS
2	THE INTERVENTION OF THE STATE AND THE PUBLIC ORGANIZATION OF TOURISM
6	THE SUSTAINABLE TOURISM

## MODULE TERRITORIAL PLANS - WORKSHOP

*Prof. CLAUDIO PIRRONE*

### SUGGESTED BIBLIOGRAPHY

CNR, IRSS: Rapporto sul turismo Italiano (ultima edizione). Pubblicato da Rogiosi Editore. Parti relative alle destinazioni ed ai turismi.

Testi, dati, articoli e dispense forniti dal docente

<b>AMBIT</b>	50038-Discipline economiche e aziendali
<b>INDIVIDUAL STUDY (Hrs)</b>	102
<b>COURSE ACTIVITY (Hrs)</b>	48

### EDUCATIONAL OBJECTIVES OF THE MODULE

The aim of the laboratory is the acquisition of skills in the drafting of territorial development projects based on tourism.

Articulate the analysis for the reconnaissance of territorial resources, goods and attractions;

Defining the structure of a spatial development project

Know how to carry out an analysis of the relational network of stakeholders and shareholders;

Knowing how to define the objectives of economic and tourism development

Know how to use territorial, spatial and statistical analysis software

## SYLLABUS

Hrs	Workshops
2	Land development projects: analysis and presentation
4	Spatial resource analysis scheme: presentation and compilation
2	Schematization and systematization of resources, enterprises and agencies
4	construction of data and statistics for the territorial database
2	drafting of descriptive analyses
2	Analysis of demand for travel and tourism related to the territory
2	analysis of demand trends and composition of the reference tourist baskets
2	Definition of the productive articulation present in the reference territory and in the regional area
2	Definition of supply-demand productive relations by type of tourism
2	Analysis of the relational network of the destination and informal and productive relations
4	Definition of macro and micro objectives of the spatial plan
4	creation of a set of monitoring and control indicators
4	Use of spatial analysis software
8	writing and definition of the spatial plan
4	Presentation of the tourism-based spatial development plan