



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Economiche, Aziendali e Statistiche		
ACADEMIC YEAR	2023/2024		
BACHELOR'S DEGREE (BSC)	TOURISM, TERRITORIES AND BUSINESSES		
INTEGRATED COURSE	TOURISM ECONOMICS, RESOURCES AND DESTINATIONS - INTEGRATED COURSE		
CODE	22516		
MODULES	Yes		
NUMBER OF MODULES	2		
SCIENTIFIC SECTOR(S)	SECS-P/06		
HEAD PROFESSOR(S)	RUGGIERI GIOVANNI	Professore Associato	Univ. di PALERMO
OTHER PROFESSOR(S)	PURPURA ANTONIO	Professore a contratto in quiescenza	Univ. di PALERMO
	PIRRONE CLAUDIO	Ricercatore a tempo determinato	Univ. di PALERMO
CREDITS	12		
PROPAEDEUTICAL SUBJECTS			
MUTUALIZATION			
YEAR	2		
TERM (SEMESTER)	Annual		
ATTENDANCE	Not mandatory		
EVALUATION	Out of 30		
TEACHER OFFICE HOURS	<p>PIRRONE CLAUDIO Wednesday 08:00 10:00 Viale delle Scienze, ed. 13, 5° piano. Solo previa prenotazione.</p> <p>PURPURA ANTONIO Wednesday 10:00 11:30 Dipartimento SEAS - piano quinto Friday 12:00 14:00</p> <p>RUGGIERI GIOVANNI Thursday 12:00 14:00 Online on Teams Platform or in presence University Campus - Palermo - Building 13 - Room 5.3 For different days and times, please write to giovanni.ruggieri@unipa.it</p>		

PREREQUISITES	Knowledge of the basic concepts of mathematics; ability to read and interpret a graph;
LEARNING OUTCOMES	<p>Knowledge and understanding Understand the most relevant topics (economic systems, price formation, production choices, market structures) and issues (economic growth, unemployment, inflation control, processes of internationalization), also with the support of materials, documents and advanced textbooks.</p> <p>Applying knowledge and understanding Ability to apply the acquired knowledge and exploit their skills to analyze the course topics, demonstrating, thus, a professional approach to their work.</p> <p>Making judgments Ability to analyze socio-economic problems with an approach that balances the positive and normative aspects of economic sciences; demonstrate independence of judgment in critically interpreting these issues, with particular attention to aspects of scientific and ethical character.</p> <p>Communication skills Being able to communicate and to appropriately express concepts, problems and solutions with regard to the identification of the various economic models and economic policy choices.</p> <p>Learning ability Acquisition and development of learning skills to improve models and criteria for analyzing economic problems and to undertake further studies with a high degree of autonomy.</p>
ASSESSMENT METHODS	<p>Written exam + oral exam at the end of the course. Examinations are graded according to a scale ranging from 0 to 30, with 18 as a pass mark. The final vote is the result of the arithmetic sum of the two exams. A "cum laude" may be added to highest grade (30 e lode) as a mention of special distinction. Only who successfully supports and successfully passes the ongoing test (also written) can directly access the oral exam without having to complete the written exam at the end of the course.</p> <p>Both the written exam and the ongoing test provide 7 open-ended questions. The evaluation is formulated on the basis of for criteria: the knowledge of the topics, the analytical skills, the property of language and the ability to apply knowledge to problem solving and the ability to apply knowledge to solve the proposed problems. In particular, 2 questions concern "knowledge and understanding" and are evaluated up to a maximum of 2 points. The remaining 5 questions pertain to "Ability to apply Knowledge and Understanding": 3 questions evaluate the ability to understand and interpret the proposed problems and can be evaluated for up to 3 points, 2 more articulated, which also require reasoning with a graphical representation support, are evaluated for a maximum of 4 points .</p> <p>The oral test, provides for up to 5 questions that tend to determine "making judgment", "learning skills" and "communication skills".</p> <p>The final evaluation will be considered:</p> <p>EVALUATION METHODS</p> <p>EXCELLENT (30-30 cum laude) if the student will show excellent knowledge of the topics, excellent property of language, good analytical capacity, and the ability to apply the knowledge to solve the problems submitted;</p> <p>VERY GOOD (26-29) if the student shows good mastery of the subject, full property of language and the ability to apply the knowledge to solve the problems submitted;</p> <p>GOOD (24-25) if the student will show to have basic knowledge of the main topics, fairly good property of language, limited ability to independently apply the knowledge for the solution of the problems submitted;</p> <p>MORE THAN SUFFICIENT (20-23) if the student will show not to have full mastery of the main arguments but a good understanding of the same, satisfactory property of language, lack of ability to independently apply the knowledge acquired;</p> <p>SUFFICIENT (18-19) where the student will show minimum basic knowledge of the main teaching and technical language issues, 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 teaching.</p>
TEACHING METHODS	lectures, classroom exercises, companies and public representatives seminars, presentations, project work

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

AMBIT	50038-Discipline economiche e aziendali
INDIVIDUAL STUDY (Hrs)	102
COURSE ACTIVITY (Hrs)	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

SYLLABUS

Hrs	Frontal teaching
2	The territory as a network of resources, relations and interests
6	Mapping the spatial, economic and social characteristics of the territory
6	The development of territories: individual objectives, shared objectives, preliminary projects, expected retroactive effects, sharing and reaching consensus
4	Peculiarities of tourism development projects. Opportunity and threats in the long term
6	Measuring the contribution of projects to development. Identification and sharing of monitoring and control indicators. Challenges of sustainability.
4	Analysis of present and potential demand for travel and tourism related to the territory. Benchmarking
4	From the desirable to the feasible: the local production network and multiplier effects
12	Critical analysis of case studies
4	Writing and sharing the action plan according the social marketing approach