



# UNIVERSITÀ DEGLI STUDI DI PALERMO

<b>DEPARTMENT</b>	Scienze Economiche, Aziendali e Statistiche
<b>ACADEMIC YEAR</b>	2023/2024
<b>BACHELOR'S DEGREE (BSC)</b>	TOURISM, TERRITORIES AND BUSINESSES
<b>SUBJECT</b>	TOURISM AND CULTURAL HERITAGE ECONOMICS
<b>TYPE OF EDUCATIONAL ACTIVITY</b>	B
<b>AMBIT</b>	50038-Discipline economiche e aziendali
<b>CODE</b>	22488
<b>SCIENTIFIC SECTOR(S)</b>	SECS-P/06
<b>HEAD PROFESSOR(S)</b>	RUGGIERI GIOVANNI      Professore Associato      Univ. di PALERMO
<b>OTHER PROFESSOR(S)</b>	
<b>CREDITS</b>	6
<b>INDIVIDUAL STUDY (Hrs)</b>	102
<b>COURSE ACTIVITY (Hrs)</b>	48
<b>PROPAEDEUTICAL SUBJECTS</b>	
<b>MUTUALIZATION</b>	
<b>YEAR</b>	1
<b>TERM (SEMESTER)</b>	2° semester
<b>ATTENDANCE</b>	Not mandatory
<b>EVALUATION</b>	Out of 30
<b>TEACHER OFFICE HOURS</b>	<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 giovanni.ruggieri@unipa.it

<b>PREREQUISITES</b>	Knowledge of elements of micro and macroeconomics; Basic knowledge of mathematics, the study of computer functions and knowledge; Knowledge of the English language.
<b>LEARNING OUTCOMES</b>	<p>Knowledge and understanding: Know and have basic concepts of the economics of tourism and cultural heritage; basic knowledge of the microeconomy of tourism; basic understanding of models of macroeconomics of tourism.</p> <p>Ability to apply knowledge and understanding: Know how to apply the knowledge gained and make use of their ability to analyse the topics covered by the course, demonstrating, in this way, a professional approach to their work. To this end, the course aims to develop appropriate skills to build and sustain arguments and analyse complex problems and knowledge of resources and attractions in tourism.</p> <p>Autonomy of judgment: knowing how to orient oneself with confidence in the analysis of the most topical and critical socio-economic problems with an approach that contemplates the positive and normative character of economic science; to demonstrate, finally, that during the study of the discipline, they have developed their 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 terminology relevant to the different communicative contexts, concepts, problems, and solutions regarding the identification of the other economic models and the choices of tourism policy, highlighting the fundamental aspects.</p> <p>Learning skills (learning skills): Acquire and develop those learning skills necessary to deepen models and criteria for the analysis of economic problems and to undertake more advanced studies with a high degree of autonomy.</p>
<b>ASSESSMENT METHODS</b>	<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 using the terms of economy and tourism.</p> <p>The final evaluation will be considered:</p> <p><b>EXCELLENT (30-30 cum laude):</b> 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><b>VERY GOOD (26-29):</b> the student shows good mastery of the subject, full property of language and the ability to apply knowledge to problem solving;</p> <p><b>GOOD (24-25)</b> 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><b>MORE THAN SUFFICIENT (20-23):</b> 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><b>SUFFICIENT (18-19):</b> the student shows minimum basic knowledge of the main issues and the discipline terminology, minimum ability to apply the knowledge acquired;</p> <p><b>INSUFFICIENT:</b> if the student does not have an acceptable knowledge of the contents of the topics covered in the module.</p>
<b>EDUCATIONAL OBJECTIVES</b>	<p>The course's objective is to acquire helpful knowledge to frame and analyse tourism and cultural heritage both at the microeconomic and macroeconomic levels.</p> <p>In particular, the analytical knowledge and the models for studying the behaviours of the agents from which they originate the supply and demand in the tourist market will be transmitted.</p> <p>The concept of tourist products, cultural goods, tourist destinations, and the public or collective nature of cultural goods that are part of tourism consumption influence their levels and modes of supply.</p>
<b>TEACHING METHODS</b>	lectures, classroom exercises, testimonials from companies and public bodies in the heritage sector, testimonials from other teachers in English through online links, preparation of project work and discussion of case studies
<b>SUGGESTED BIBLIOGRAPHY</b>	<p>Candela G. – Figini Economia del turismo e delle destinazioni (seconda Edizione): Capitoli: 1,3,4,9,10,14,15 McGraw-Hill – Milano</p> <p>G. Candela, A.E. Scorcu, Economia delle arti, ultima ed. Zanichelli, Bologna.</p> <p>Dispense e materiali di approfondimento pubblicati nella pagina del corso</p>

## SYLLABUS

Hrs	Frontal teaching
4	CONTENT AND THE TOURISM ECONOMY METHODS
4	ECONOMICS OF DESTINATIONS
8	TOURISM MICRO-ECONOMICS
8	TOURISM MACRO-ECONOMICS
8	THE TOURIST MARKETS
2	TOURISM AND HERITAGE
2	THE INTERVENTION OF THE PUBLIC ORGANIZATION FOR TOURISM AND CULTURE
2	THE ATTRACTIONS
2	TOURISM AND HERITAGE POLICIES
4	CASE STUDIES IN ITALY
4	CASE STUDIES IN EUROPE