

## Syllabus

### Course description

<b>Course title</b>	Introduction to Tourism, Sport and Event Management
<b>Course code</b>	30166
<b>Scientific sector</b>	SECS-P/08
<b>Degree</b>	Tourism, Sport and Event Management
<b>Semester and academic year</b>	1 <sup>st</sup> semester, 2020/2021
<b>Year</b>	1 <sup>st</sup> study year
<b>Credits</b>	6
<b>Modular</b>	NO

<b>Total lecturing hours</b>	36
<b>Total lab hours</b>	0
<b>Total exercise hours</b>	12
<b>Attendance</b>	suggested, but not required
<b>Prerequisites</b>	not foreseen
<b>Course page</b>	<a href="https://www.unibz.it/it/faculties/economics-management/bachelor-tourism-sport-event-management/course-offering/?academicYear=2020">https://www.unibz.it/it/faculties/economics-management/bachelor-tourism-sport-event-management/course-offering/?academicYear=2020</a>

<b>Specific educational objectives</b>	<p>The course refers to the basic educational activities and belongs to the scientific area of Business Administration.</p> <p>The course introduces students to the core basics of tourism, sport and events and their underlying systems. It examines the structure of the tourism, sport and events industries and their actors by analysing the tourism product –including events– and physical activity as part of leisure, focusing on the different systems available to interpret and analyse the phenomena. In specific, students will analyse the role and integrated characteristics of the different actors of the industry (such as the lodging, food and transportation sectors, intermediaries, DMOs, visitor attractions). Part of the course will also focus on tourism and sport as a social and cultural phenomenon.</p> <p>After having successfully completed the course, students will be able to: discuss the role of the different actors within the tourism, sport and event industries; provide insight into the social and cultural phenomena of tourism, events and physical activity; determine the fundamentals of destination attractiveness.</p>
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<b>Lecturer</b>	Linda Osti, <a href="mailto:Linda.Osti@unibz.it">Linda.Osti@unibz.it</a> , <a href="https://www.unibz.it/de/faculties/economics-management/academic-staff/person/839-linda-osti">https://www.unibz.it/de/faculties/economics-management/academic-staff/person/839-linda-osti</a>
<b>Scientific sector of the lecturer</b>	SECS-P/08
<b>Teaching language</b>	English
<b>Office hours</b>	<a href="https://www.unibz.it/en/timetable/?department=26&amp;degree=13009%2C13134">https://www.unibz.it/en/timetable/?department=26&amp;degree=13009%2C13134</a>
<b>Lecturing assistant</b>	Linda Osti, <a href="mailto:Linda.Osti@unibz.it">Linda.Osti@unibz.it</a> , <a href="https://www.unibz.it/de/faculties/economics-management/academic-staff/person/839-linda-osti">https://www.unibz.it/de/faculties/economics-management/academic-staff/person/839-linda-osti</a>
<b>List of topics covered</b>	The main topics covered in the course will be: <ol style="list-style-type: none"> <li>1. The tourism system</li> <li>2. Demand for tourism and events</li> <li>3. Demand for sports and physical activities</li> <li>4. The lodging sector</li> <li>5. The transportation sector</li> <li>6. The intermediaries</li> <li>7. The role of the public administration in tourism, sport and events</li> <li>8. Visitor attractions and events</li> </ol>
<b>Teaching format</b>	Frontal lectures with intense interaction Exercises with analysis of cases studies and guest lecturers.

<b>Learning outcomes</b>	<p><u>Knowledge and understanding:</u></p> <ul style="list-style-type: none"> <li>• Knowledge and understanding of the nature and scope of the tourism, sport and event industries, their systems, operations and the activities and tools relevant for management</li> <li>• Knowledge and understanding of the available information and resources to depict differences of diverse tourism and sport management systems</li> <li>• Knowledge and understanding of differences in tourism management systems in a regional, national and international context.</li> </ul> <p><u>Applying knowledge and understanding:</u></p> <ul style="list-style-type: none"> <li>• Ability to differentiate the roles and integrated characteristics of the different actors of the industry</li> <li>• Ability to use and consolidate the available information and resources to depict differences of diverse tourism and sport management systems</li> <li>• Ability to evaluate different structures, strategies and stakeholders and their impact on the performance of various tourism and sport management systems.</li> </ul> <p><u>Making judgments:</u></p>
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	<ul style="list-style-type: none"> <li>• Acquire the ability to gather and interpret relevant data to determine the attractiveness of tourist destinations and leisure attractions</li> <li>• Making judgments on the impacts of tourism and sports.</li> </ul> <p><u>Communication skills:</u></p> <ul style="list-style-type: none"> <li>• Communication skills to present in a consistent and convincing way the development of the tourism and sport industries and its actors</li> <li>• Communicate information, ideas, problems and solutions related to the identification and exploitation of tourism and sport management systems.</li> </ul> <p><u>Learning skills:</u></p> <ul style="list-style-type: none"> <li>• Develop learning skills that are necessary for students to continue and undertake further studies in the field of tourism and sport management</li> <li>• Ability to apply an interdisciplinary (historical, social and managerial) approach to contextualize and interpret the tourism and sport industries.</li> </ul>
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<p><b>Assessment</b></p>	<p><u>ATTENDING STUDENTS:</u>          One presentation during the semester (30%); final written exam (70%).</p> <p>Results of assignments, project work and classroom work are valid for the academic year only in which these activities have taken place and results of these activities cannot be carried over beyond that time frame.</p> <p>The presentation will require students to work in groups in order to: read, understand and analyse 2 case studies on one of the topics given by the lecturer; present and discuss the role of the different actors involved in tourism and/or sports and/or events; and suggest strategies for firms' and/or destination's attractiveness.</p> <p>The final written exam consists of open questions. The open questions will aim to evaluate the students' understanding of theoretical concepts and their ability to use these concepts for analysing and explaining the tourism and sport phenomena and their management systems.</p> <p>The final written exam will last <b>90 minutes</b>.</p> <p><u>NON-ATTENDING STUDENTS:</u>          Final written exam 100%          The final written exam consists of open questions. The open questions will aim to evaluate the students'</p>
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	<p>understanding of theoretical concepts and their ability to use these concepts for analysing and explaining the tourism phenomenon and its management systems.</p> <p>The final written exam will last <b>120 minutes</b>.</p>
<b>Assessment language</b>	English
<b>Evaluation criteria and criteria for awarding marks</b>	<p><u>ATTENDING STUDENTS:</u> Points to the presentations will be granted upon the group's ability to explain, discuss and synthesise in own words theoretical concepts and to apply them to the case study. Beside the presentation, groups are required to submit to the lecturer a printed copy of their slides with comments.</p> <p>The final written exam will be divided into 2 parts: questions in part 1 will mainly require brief descriptions, definitions and list of factors, issues, etc. Questions in part 2 will require a discussion of a specific topic and/or case. Introduction, main body of the answer, critical discussion and conclusions will be required.</p> <p><u>NON-ATTENDING STUDENTS:</u> The final written exam will be divided into 3 parts: questions in part 1 will mainly require brief descriptions, definitions and list of factors, issues, etc. Questions in part 2 will mainly require knowledge on technical facts. Questions in part 3 will require a discussion of a specific topic and/or case. Introduction, main body of the answer, critical discussion and conclusions will be required.</p>
<b>Required readings</b>	Page, S. (2015). Tourism Management. Fifth Edition. New York: Routledge.
<b>Supplementary readings</b>	Additional readings and case studies will be provided during lectures and posted on Reserve Collection.