

Syllabus

Course description

Course title	Current Issues in Tourism Management
Course code	30189
Scientific sector	SECS-P/08
Degree	Tourism, Sport, and Event Management
Semester and academic year	2nd semester, 2025/2026
Year	3 rd study year
Credits	6
Modular	NO

Total lecturing hours	36
Total lab hours	0
Total exercise hours	0
Attendance	suggested, but not required.
Prerequisites	not foreseen
Course page	https://www.unibz.it/it/faculties/economics-management/bachelor-tourism-sport-event-management/course-offering/?academicYear=2025

Specific educational objectives	The course refers to the complementary educational activities chosen by the student. This course examines contemporary tourism and leisure issues and provides students with concepts, models, and techniques to analyse economic and non-economic factors necessary to identify and evaluate market opportunities in tourism. It employs marketing and management approaches with the aim to evaluate rapidly changing scenarios by applying relevant industry discourse and academic literature. Furthermore, this course provides knowledge of: location-specific advantages and their relevance for strategic planning and sustainable development goals; managing natural and cultural resources in destination competitiveness; assessing emerging trends affecting the tourism sectors and the impacts of the current digital transformation. At the end of the course, students will be able to: recognize which resources and factors support organizational performance in local and international contexts; identify key tourism stakeholders and analyse their responses to contemporary issues; demonstrate a critical understanding of a broad range of issues and impacts, and their consequences, as they relate to local, national, and international destinations.
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Lecturer	Dr. Serena Lonardi Mail: Campus Bruneck-Brunico, 1st Floor, Office 1.08
Scientific sector of the lecturer	SECS-P/08
Teaching language	Italiano
Office hours	https://www.unibz.it/en/timetable/?department=26&degree=13009%2C13134
List of topics covered	• The tourism system and macro changes in society • Destination competitiveness • Climate changes and tourism • Digital transformation in tourism • Sustainability framework: socio-cultural-environmental • Overtourism and tourismphobia • Niche tourism markets • Slow travel and tourism • Sustainable adventure leisure • Ethics in tourism
Teaching format	Frontal lectures with active interaction. Overall, the course is delivered by means of lectures, case studies analyses, groupworks and students' presentations. Theoretical issues will be introduced during the lectures, which in turn will constitute the basis for the case studies discussions. The case study discussions will focus on developing conceptual, managerial, and analytical skills through practical activities. There will be ample opportunity to ask questions.
Learning outcomes	<u>Knowledge and understanding:</u> Knowledge and understanding of the tourism and leisure market environment. Knowledge and understanding of concepts, models, and techniques to analyse market opportunities in tourism. Knowledge and understanding of sustainable tourism management in an international context. Knowledge and understanding of current and new trends relevant for competitiveness in the leisure market. <u>Applying knowledge and understanding:</u> Ability to apply a case study framework based on sustainable development indicators. Ability to recognize the major current trends shaping the tourism sector. Ability to recognize and apply effective strategies, tools, and practices to establish collaboration among tourism stakeholders.

	Ability to apply potentially successful and sustainable practices in international tourism management. <u>Making judgments:</u> • Acquire the ability to gather and interpret relevant data to forecast change in the tourism environment and to make judgments for successful strategies. • Making judgments on the competitiveness of tourism destinations and public private organizations in a dynamic environment • Ability to integrate knowledge and handle complexity for formulating decisions about the impact of global environmental factors on the tourism market and the opportunities that may arise. <u>Communication skills:</u> • Communication skills to present in a consistent and convincing way the development of competitive and sustainable strategies for tourism firms and destinations. • Communicate information, ideas, problems, and solutions related to the identification and exploitation of market opportunities in the tourism context. <u>Learning skills:</u> • Develop learning skills that are necessary for students to continue and undertake further study in the field of tourism and leisure management. • Ability to establish interdisciplinary understanding and links among the heterogeneous required readings about marketing and tourism in an autonomous and independent way. • Ability to apply a case study framework approach to contextualize, assess, and interpret patterns and evolution of the tourism market.
Assessment	<u>ATTENDING STUDENTS:</u> One presentation during week 4 to 8 of the semester (30%); final written exam (70%). 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. The presentation will require students to work in groups to: read, understand, and critically analyse academic papers related to a topic discussed during the lectures; present their ideas about the impact of the topic on a case study analysed during the course and suggest

	strategies for the destination's competitiveness and/or sustainable development goals. Beside the presentation, students are required to submit a printed copy of the slides and a 5-page report. Individual presentations can also be arranged. The 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 current tourism issues. The final written exam will last 90 minutes. <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' understanding of theoretical concepts and their ability to use these concepts for analysing and explaining current tourism issues. The final written exam will last 120 minutes.
Assessment language	Italian
Evaluation criteria and criteria for awarding marks	EVALUATION CRITERIA: Students will gain marks by providing evidence of: • Understanding of concepts and demonstrating critical skills to identify the practical implications of theory into tourism context • Ability to apply theoretical concepts in different international tourism scenarios • Critical and analytical skills in understanding and addressing tourism issues • Innovative and forward thinking • Ability to explain, discuss and synthesise in their own words theoretical concepts. <u>ATTENDING STUDENTS:</u> Final Exam The 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/issue. Presentation Points to the presentations will be granted upon the group's ability to explain, discuss, and synthesise in own

	words theoretical concepts reported in academic papers and to apply them to the case study. NON-ATTENDING STUDENTS: Final Exam 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 require a discussion of a specific topic/issue. In part 3, students will be required to discuss and synthesis in own words theoretical concepts reported in academic papers (from course readings) and to apply them to a topic and/or case. Introduction, main body of the answer, critical discussion and conclusions will be required.
Required readings	Academic papers posted online by the professor on OLE.
Supplementary readings	Case studies and other academic papers posted online by the professor on OLE.