

Syllabus

Course description

Course title	Introduction to Tourism, Sport and Event Management
Course code	30166
Scientific sector	SECS-P/08
Degree	Tourism, Sport and Event Management
Semester and academic year	1 st semester, 2025/2026
Year	1 st study year
Credits	6
Modular	NO

Total lecturing hours	36
Total lab hours	-
Total exercise hours	-
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/

Specific educational objectives	<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 tourism product, events and physical activity as part of the leisure. Part of the course will also focus on tourism, events and sport as a social and cultural phenomena and introduce considerations on public policy.</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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Lecturer	<p>Prof. Morellato Massimo</p> <p>Mail: massimo.morellato@unibz.it</p> <p>Campus Bruneck-Brunico, 2nd Floor, Office BK 2.03</p> <p>Link website: https://www.unibz.it/en/faculties/economics-management/academic-staff/person/47534-massimo-morellato</p>
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Scientific sector of the lecturer	SECS-P/08
Teaching language	English
Office hours	https://www.unibz.it/en/timetable/?department=26&degree=13009%2C13134
Lecturing assistant	-
List of topics covered	<p>The main topics covered in the course will be:</p> <ol style="list-style-type: none"> 1. The tourism system 2. Demand for tourism and events 3. Demand for sports and physical activities 4. The transportation sector 5. The intermediaries, the infomediaries 6. The role of the public administration in tourism, sport and events 7. Visitor attractions vs local peer-produced services 8. Planned events 9. Serious leisure and amenity migration
Teaching format	Frontal lectures with intense interaction

Learning outcomes	<p><u>Knowledge and understanding:</u></p> <ul style="list-style-type: none"> • 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 • Knowledge and understanding of the available information and resources to depict differences of diverse tourism and sport management systems • Knowledge and understanding of differences in tourism management systems in a regional, national and international context. <p><u>Applying knowledge and understanding:</u></p> <ul style="list-style-type: none"> • Ability to differentiate the roles and integrated characteristics of the different actors of the industry • Ability to use and consolidate the available information and resources to depict differences of diverse tourism and sport management systems • Ability to evaluate different structures, strategies and stakeholders and their impact on the performance of various tourism and sport management systems. <p><u>Making judgments:</u></p> <ul style="list-style-type: none"> • Ability to retrieve and critically analyse academic literature and information of public domain on a topic in the context of leisure studies. • Ability to gather and interpret relevant data to determine the attractiveness of tourist destinations and leisure attractions • Making judgments on the impacts and constraints of leisure activities.
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	<p><u>Communication skills:</u></p> <ul style="list-style-type: none"> • Communication skills to present in a consistent and convincing way the development of the tourism and sport industries and its actors • Communicate information, ideas, problems and solutions related to the identification and exploitation of tourism and sport management systems. <p><u>Learning skills:</u></p> <ul style="list-style-type: none"> • Ability to creatively present in a consistent and convincing way the development of the tourism, events and sport industries and related actors • Communicate information, ideas, problems and solutions related to the management of leisure systems.
Assessment	<p><u>ATTENDING STUDENTS:</u> A digital poster (A1 size) with related oral presentation during 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.</p> <p>The digital poster (A1 size) with oral presentation will require students to work in groups in order to: retrieve, understand and analyse pertinent literature regarding a case study 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 closed and open questions. The questions will aim to evaluate the students' understanding of theoretical concepts and their ability to use these concepts for analysing and explaining the tourism, sport and events management systems.</p> <p>The final written exam will last 90 minutes.</p> <p><u>NON-ATTENDING STUDENTS:</u> Final written exam 100% The final written exam consists of closed and open questions. The questions will aim to evaluate the students' understanding of theoretical concepts and their ability to use these concepts for analysing and explaining the tourism, sport and events management systems.</p> <p>The final written exam will last 120 minutes.</p>

Assessment language	English
Evaluation criteria and criteria for awarding marks	<p>ATTENDING STUDENTS: Points to the digital poster (size A1) and oral presentations will be granted upon the group's ability to retrieve pertinent literature, explain, discuss and synthesise in own words theoretical concepts and to apply them to the case study. Beside the oral poster-presentation, groups are required to submit on the Open Learning Environment (OLE) the digital poster (PDF) 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>NON-ATTENDING STUDENTS: 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 and/or case. Introduction, main body of the answer, critical discussion and conclusions will be required. Questions in part 3 will mainly require knowledge on key aspects of the course's contents.</p>
Required readings	<p>Page, S. (2015). Tourism Management. Fifth Edition. New York: Routledge.</p> <p>Required readings will be posted on the Open Learning Environment (OLE) session related to this course.</p>
Supplementary readings	Additional readings and case studies will be provided during lectures and posted on the Open Learning Environment (OLE) session related to this course.