

# **TOURISM POLICIES AND FASHION, ART AND FOOD INDUSTRIES**

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## **Course Introduction**

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# Preliminary Information

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- **Teacher**

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- **Course**

**Tourism policies and Fashion, Art and Food Industries**  
**(9 CFU – 72h)**

- **Duration**

Twelve weeks

# MOTIVATION

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## **Why should we be interested in Policies?**

There are at least 3 big sets of reasons why you should study it:

1. as **citizens**
2. as **students**
3. as future **practitioners**

# For citizens: policies are everywhere

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**Policies constantly affect our everyday life.**

## ***A recent case: COVID-19***

- *Through regulation:* On 9 March 2020, the government of Italy under Prime Minister Giuseppe Conte imposed a national quarantine.
- *Through recommendations:* EU Commission presents a package of guidelines (13 May 2020) and recommendations to help Member States gradually lift travel restrictions.

# For students: TP is a theoretical skill

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- **Tourism Policy (TP) is typically the end/start point for many other sectors of the economy** (Fashion, Art and Food industries). Ex: Regional tourism development initiatives can help maintaining and enhancing the viability of local food production and processing sectors.
- **TP is going to give you the empirical tools & theoretical skills** reusable not only in economics, but in many other fields of social sciences and everyday life. Ex: Responsible tourism planning (e.g. tourism city tax).

# For practitioners: TP is a toolkit for social choices

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Most of you are going to have jobs in which you have to take decisions affecting others: Social Choices!

- **TP is the toolkit to understanding social choices**

Some of you may well end up working for/in a public administration.

Here you are going to learn critical insights about a wide range of interventions (taxes, education policies, social insurance, infrastructure etc.).

# The 3 Questions of decision-making

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For any policy, you should ask yourself...

... 3 Questions:

1. Why should policy makers intervene?
2. How should policies be designed?
3. What are the effects of policies?

# Q1: Why should policy makers intervene?

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## Fundamental theorems of welfare economics:

- Competitive markets are Pareto-efficient
- Any efficient allocation can be reached by a competitive equilibrium

*Then why intervention?*

## 4 main reasons:

1. Creation/Definition of markets
2. Correction of market failures
3. Solutions to limited rationality of individuals
4. Redistribution



# Q2: How should policy makers intervene?

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Two parts:

- First set an objective
- Then maximize this objective

But that's more complicated than it seems...

# Q3: What are the effects of the intervention?

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Policy makers intervention has two type of effects:

- 1. Direct (mechanical) effects.** Ex: local government introduces a tax on tourism.
- 2. Indirect (behavioral) effects.** Ex: With the creation of the city tax, people might reduce their permanence in a given destination (because price of accommodation increased) giving rise to a reduced tax revenue.

# Course Program

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## Objectives

The course aims at providing students with theoretical, methodological and practical backgrounds to understand the function of tourism policy and planning in relationship with fashion, art and food industries.

# Exam details

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## Examination procedures

The final exam consists of a written test (i.e. true/false, multiple choice and open questions) followed by an oral one if the student achieves a grade of, at least, 18 in the first.

Students have the opportunity, following at least 80% of lectures, to take part in a “During Course Examination” and present an article (ppt presentation) previously assigned.

The grading scale is as follow:

During course exam (DCE) 50 %

Presentation (P) 20 %

Final oral exam (FOE) 30%

The final mark is expressed in a scale from 0 to 30, and it is averaged with the weight expressed above.

# Teaching materials

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## Teaching materials and supplementary activities

All lectures will be delivered by means of slides for an easy listening and understanding of the contents. All teaching materials will be provided to the students upon request.

## Required textbook

- Goeldner, C. R., Ritchie, J. R. - "Tourism: Principles, Practices, Philosophies" - 12th Edition, (2012), Wiley.
- Suggested journal articles.
- Lecture notes provided by teacher.

# Outline and Topics

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## ➤ **Week 1**

Lecture 1: Introduction to the course

Lecture 2: Tourism in perspective

Lecture 3: Discussion (Tutorials, Assignments, Exercise, etc.)

## ➤ **Week 2 till the end of the course.**

Two moments:

- Classical and web teaching (Monday/Tuesday)
- Synchronous works (Wednesday).

# Contacts and office hours

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## Contacts

- **Email:** [pasquale.falcone@uniparthenope.it](mailto:pasquale.falcone@uniparthenope.it)
- **Tel.:** 0815474127
- **Web page:** [www.pmfalcone.eu](http://www.pmfalcone.eu)

## Office Hours

- **Day and time:** Tuesday from 11:00 to 12:00
- **Place:** Room 309, III Piano Palazzo Pacanowski.