Jan van der Borg

Tourism Economics and Art Cities. The Case of Venice

Contents:

This course intends to provide the students with the principal elements of tourism economics, looking at the economic behaviour of both the tourist and the tourism firm. This knowledge will be applied to a particularly interesting type of destination, the city of art. Yearly, cities of art all over the world are destinations for millions of visitors. These visitors do not only generate income and employment but produce significant costs for the local society as well. The city of Venice proves to be an excellent case to verify some of the mechanisms studied in the theoretical part of the course. Moreover, some attention will be paid to the consequences of a better understanding of the economics of tourism in heritage cities for tourism management.

Required readings (handout):


Recommended readings:


Sessions:

1. 28/6 Introduction to the Course


2. 3/7 Tourism Demand and Cultural Tourism I


3. 5/7 Tourism Demand and Cultural Tourism II


4. 10/7 Tourism Supply and Cultural Heritage I


5. 12/7 Tourism Supply and Cultural Heritage II


6. 17/7 Impacts of Tourism


7. 19/7 Sustainable Tourism


8. 24/7 Carrying Capacity


9. 26/7 Tourism in Cities of Art


10. 31/7 Tourism Management in Venice