



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Città e Governo Locale

1819-3-E1501N084

Learning objectives

Knowledge and understanding

The course provides interpretive schemes useful in understanding contemporary urban transformations (social, economic, political, cultural) and tourist processes in the current scenarios. The urban governance processes and the construction of urban images will be illustrated in relation to tourism.

Applying knowledge and understanding

Students will be able to select the information on the process of urban transformation and local government and use them in the touristic socio-territorial planning.

Contents

Social and cultural change in urban contexts: town, metropolis and global city. The contemporary city and post-modernity. Cultural heritage and urban policies. Cultural and tourist policies in urban contexts. Political aspects of new urban competition. Gentrification processes.

Detailed program

The course analyzes the characters of contemporary European cities. The object of analysis will be the one of

changes taking place in social structure and spatial organization of the contemporary city, with respect to the main economic, political and cultural transformations. Will be examined in particular the processes of image-building and of government of urban imaginary.

Urban branding processes will be interpreted in the light of the new urban governance models, and within competitive processes in which contemporary cities are currently engaged.

Specific attention will be devoted to culture, leisure, consumption and sport as fields of urban branding and of tourism promotion

Prerequisites

Adequate educational skills in sociology and social research methodology. Reasonable capacities in learning, writing and oral communication.

Teaching methods

Lectures and educational workshops.

Assessment methods

Final written exam.

10 multiple choice questions and one open question.

The multiple choice test verifies the adequacy of the study of the texts and the correct acquisition of the contents. The open question is aimed at verifying the comprehension and processing skills of the course contents.

Textbooks and Reading Materials

Attending students:

A bibliography will be suggested at the beginning of the course.

Studenti non frequentanti:

- 1) Rossi, Ugo e Alberto Vanolo, Geografia politica urbana, Laterza, Roma-Bari 2010 (pp. 3-72);
 - 2) Semi, G., Gentrification. Tutte le città come Disneyland?, Mulino, Bologna 2015.
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