



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Turismo Urbano

1819-2-E1501N097

Learning objectives

To provide a general framework of general theories on urban and rural tourism that allows the student, on the one hand, to develop a strategic vision useful to the realization of local tourism development plans and on the other, to acquire analytical, design and management of tourism and leisure skills in Italian and European cities (and not only).

Contents

The course deals with the phenomena related to urban tourism in particular from the perspective of cultural consumption and leisure. After a period of crisis, due to the end of Fordism, the cities of the Western world – and increasingly also those of developing countries – compete on a global scale and investments have become more and more crucial for the construction of a strong tourist image. However, even though among the main factors of attraction and positioning in the world scenario there is the presence of great museums, sites of historical and artistic interest, cultural events and fairs, and the design of spaces and buildings of great signatures of architecture, there are many more aspects that allow cities to maintain the positioning and reputation acquired.

Detailed program

Factors and strategies that influence city competitiveness and the tourist attractiveness will be taken into consideration, in particular lessons will focus on the following themes:

- Urban Tourism: theories, policy and practices
- Tourist flows in Italian cities

- City branding and tourist image
- Tourist development strategies: between planning and territorial marketing
- Sustainability and livability of the hospitable city
- Smart cities and new tourist practices
- Art Cities in the tourist production chain
- Educational, business and congress tourism in cities
- Mega-events and repeated cultural events
- Responsible tourism: solidarity cities and intercultural travels
- Cities to walk: from urban hiking to shopping
- Tourism in smaller cities and towns and in peri-urban areas
- Chinese tourism in Italy

Prerequisites

None.

Teaching methods

Lectures and exercises in the classroom.

Assessment methods

For those attending classes a written test is foreseen (open-answer questions). The final evaluation will be based also on the score assigned to the group project (optional).

For those non-attending classes, a written test is provided (open-answer questions).

Textbooks and Reading Materials

Montanari, A. (2008) Turismo Urbano. Tra identità locale e cultura globale, Mondadori
