



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Sociologia del Turismo

1819-1-E1501N090

Learning objectives

To enable students to analyse the demand and the supply of tourism from a macro/micro-sociological and interdisciplinary perspective.

To enable students to use social research methods to describe and understand the links between tourism and the economic, political, socio-cultural, organizational and territorial changes currently occurring in contemporary society.

Contents

The course aims at providing the basics for a sociological approach to the study of tourism. Definition and theories of tourism are presented

Detailed program

The Module is divided in two parts:

1) In the first one, aimed at providing the essential elements for studying the world of tourism resources, particularly from the sociological point of view, the following topics are addressed;

- the economic, environmental and socio-cultural consequences of tourism;

- the sustainability of tourism activities;
- the management of attractions, accommodation facilities and transport;
- tourist intermediaries;
- the most recent marketing strategies;
- use of social networks;
- changes in the behaviour of tourists.

2) the second one deals with the subjects of the consumer and leisure society:

- development of the consumer society;
- city and consumption urban places;
- urban events and tourism;
- development of the leisure society;
- birth and development of urban tourism.

Prerequisites

Good educational skills in logic, social culture and reasonable capacities in learning, writing and oral communication.

Teaching methods

Teaching lessons, seminars and research

Assessment methods

Written and oral examination.

Textbooks and Reading Materials

- Matteo Colleoni e Francesca Guerisoli, 2014, La città attraente. Luoghi urbani e arte contemporanea. Egea, Milano (prima e seconda parte)

- Cooper Chris, 2013, Turismo, Conoscere e gestire le risorse turistiche. Zanichelli, Bologna
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