



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Laboratory 7 - Pianificazione dei trasporti per la mobilità turistica

1920-3-E1501N113

Learning objectives

The laboratory aims to provide the students attending the Bachelor in Tourism Sciences and Local Community the tools needed for the understanding of the current development trends of mobility services and of their integration in the tourist services. The main objective is to deepen the role of transports in the promotion of tourism and of the territories it insists on.

Contents

Mobility represents one of the most relevant phenomena in contemporary societies. From a social point of view, since it constitutes a moment and mean of creation o relations; from an economic point of view, both in terms of goods and people movement; from an environmental point of view, since it impacts and shapes the territories and biosphere; from a cultural point of view since it is a social practice and so a mean and result of values, norms and lifestyles.

Tourism represents one of the most evident manifestations of this phenomenon, that involves all the dimensions enlisted above, being conceivable as a relational practice, resource and economic activity, able to shape and transform the territories which it insists on (and of which it is also product and expression) catalyzing and exploiting (sometimes also developing) local cultural and symbolic resources.

Mobility can be understood in a twofold way both as a tourist activity in itself (cycle tourism, trekking, ...) and a practice and service for the fruition of tourist activities (since tool to access to opportunities and attractions).

The laboratory aims to concentrate on this second aspect of mobility in the tourism sector providing useful tools for analysing the most common problems related to the need to physicaly connect (but not only) the demand for tourism to places and therefore to the offer.

Specifically, after an introduction to the theme of mobility more generally, the laboratory will address, starting from

the sub-objectives indicated by the Extraordinary Plan for Tourism Mobility 2017-2022 of the Ministry of Infrastructure and Transport, the possible mobility solutions capable of responding to the needs of the sector and territories, with particular attention to the experiences currently underway (especially in the Italian and European context). The laboratory will therefore investigate how to:

1- increase tourist sites' accessibility

2- enhance infrastructural heritage as an element of tourist offer

3- digitalise and modernise the services for the travellers through advanced ICT (information and Telecommunication Technologies)

4- promotes sustainable tourist mobility (socially, economically and environmentally)

Detailed program

To be defined according to the number of participants enrolled.

Prerequisites

No specific pre-existing knowledge is required. It can help a basic familiarity with (descriptive) data analysis' concepts and principles. It will be considered as known the programme faced in the course *Research Techniques for Tourism Practices (Tecniche per la Ricerca sulle Pratiche Turistiche)* (prof.ssa Sala)

Teaching methods

Teaching lessons and group exercises

Assessment methods

To be defined according to the number of participants enrolled.

Textbooks and Reading Materials

- Urry, J. (2007) "mobilities", Polity Press, Cambridge

- "Viaggiare in Italia: Piano Straordinario per la Mobilità Turistica", Ministero delle Infrastrutture e dei trasporti (Accessibile [online](#))

- "Connettere l'Italia: strategie per le infrastrutture di trasporto e logistica", Ministero delle Infrastrutture e dei trasporti (Accessibile [online](#))

Further readings will be suggested during the laboratory.
