



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Urban Tourism

1920-2-E1501N097

---

#### Learning objectives

Providing a general framework on the topic of urban tourism, in order to enable the student to analyze tourism & leisure policies implemented by large cities (Italian, European, American and Asian metropolises); and to develop analytical skills and strategic vision in terms of attractiveness and local tourism development.

#### Contents

The course addresses the theme of city-based tourism in the new post-Fordist dimension that sees cities equipping and relaunching themselves to become attractive again in global competition. Cultural consumption, leisure, and image are the backgrounds to the emergence of specific elements of attractiveness that will be analyzed in detail. These include great museums, mega-events, iconic buildings and many other aspects that allow cities to maintain their acquired positioning and reputation.

#### Detailed program

The course is divided into three parts. In the first part, it proposes a general framework on the theme of urban tourism, addressing theories, policies, and practices, then analyzing the main strategies of tourism development and deepening the themes of territorial marketing and city branding.

In the second part it focuses on the analysis of the most relevant aspects of the competition between cities, addressing the following ten elements of attraction/distinction:

1. Green city: the importance of urban green
2. Archistar: the presence of architectural works by great architects

3. Film commissions and movie induced tourism
4. Waterfront: the rediscovery of the blue resource
5. Important museums: tourist towing par excellence
6. Megaevents: create 360° value
7. Repeated cultural events
8. Urban Lightscape: the lights of the city
9. Smart and sharing city: accessibility and connectivity
10. Heritage tourism: the rediscovery of historical memory

---

## Prerequisites

—

## Teaching methods

Lectures and exercises in the classroom.

## Assessment methods

**considering the health emergency and the university directions the exam will be done in the following way:**

---

it is mandatory to register on the first date of the June call to receive the vote. I \_\_\_\_\_

---

## Textbooks and Reading Materials

For those attending: slides + \_\_\_\_\_

—

1. \_
2. \_\_\_\_\_



