



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Sociology of Tourism

1920-1-E1501N090

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#### 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**

During COVID-19 emergency exams will be oral

## **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
  - Matteo Colleoni, 2019, Mobilità e trasformazioni urbane. La morfologia della metropoli contemporanea. Franco Angeli, Milano
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