UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Laboratorio 1 - Milano turismo

2021-3-E1501N107

Learning objectives

Identify and enhance the places in metropolitan Milan with a strong potential to attract post Covid tourism.

Contents

1. Opening round table: The Tourism post lockdown. The situation in Italy and Europe.

2. Tourism in Milan: some data. - Objective: data analysis on post-lockdown tourism in Milan. Organization of working groups.

3. Milan blue-green - Objective: to identify the new tourism opportunities, Covid free, offered by metropolitan Milan beyond the 'Circhia dei Bastioni'.

4. Intermediate Round Table: What post-lockdown tourism in Greater Milan?

5. Verification of the situation of working groups.

6. Final reports. - Objective: to define a map of 'new' post Covid tourism opportunities in the greater Milan.

Detailed program

The workshop is divided into six meetings, four of which are telematic and two possible meetings in the classroom and on the territory to be defined according to the number of students participating and the Covid situation. In case of Covid emergency, the meetings will take place through Webex. The objective of the workshop is to take stock of

the situation of tourism in Milan and its metropolitan city after the Covid emergency.

The Laboratory will try to identify and enhance the places in the metropolitan Milan with a strong potential for tourist attraction and such as to ensure health safety conditions in the open air or in suitable premises.

Contents of the round tables (N.B. the names of participants are indicated on a provisional basis and may be subject to change):

1) Opening Round Table: Post-lockdown Tourism. The situation in Italy and in Europe.

Chair Ezio Marra (Unimib), Participant: Rossana Galdini (University of Rome - La Sapienza), Maria Luisa Fagiani (University of Calabria), Joseph Ejarque (FTourism & Marketing), Raffaele Rio (President Demoskopika), Giorgio De Pascale (Unimib), Monica Bernardi (Unimib)

2) Intermediate Round Table: Which post-lockdown tourism in the Great Milan?,

Chair Ezio Marra (Unimib), Participants: Magda Antonioli - Unibocconi,member of ENIT), Nunzia Borrelli (Unimib), Matteo Colleoni (Unimib - President of the degree Course in Tourism Sciences and Local Community), Andrea Rolando (Polimi), Massimiliano Vavassori (Italian Touring Club).

Prerequisites

No prerequisites are required

Teaching methods

Lessons, round tables, discussion of topics by students and activities on the territory (if allowed by the COVID emergency) with final report.

Assessment methods

Participation and interventions of students at round tables and lessons. Evaluation of the materials produced and the final report. Participation in at least 2/3 of lessons and meetings is required for a minimum of 16 hours on 24 hours.

Participation in the first meeting and in the final report (last meeting) is compulsory.

Textbooks and Reading Materials

Downloadable for free at the site:

https://www.ledizioni.it/prodotto/marra-et-al-ricentrare-la-citta/

https://www.ledizioni.it/prodotto/esplorare-la-metropoli-aspetti-socio-territoriali-della-grande-milano/

and for parts related to post covid tourism

https://www.ledizioni.it/prodotto/manifesto-dei-sociologi-e-delle-sociologhe-dellambiente-e-del-territorio/

Additional (free) materials will be shared with students during the workshop