UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Laboratorio 12 - Progettazione turistica e sviluppo territoriale

2021-3-E1501N118

Learning objectives

Learning objectives:

a) The skill to read and critically understand some public policy tools and the processes that derive from them in the design applied to tourism systems and to tourism development;

b) The acquisition of the basic elements to "use" some public policy tools aimed at supporting project activities and initiatives for tourism development purposes;

c) Direct experience in the preparation, organization and presentation of project documents through group activities/ project work;

d) The skill to promote, support and engage a deep dialogue within working groups;

e) The evaluation of the activities carried out within the Laboratory.

Contents

Public policies in support of tourism development, the processes necessary for their implementation, the need to develop design skills: these are the main concepts on which the laboratory is based.

The meetings provide an active discussion on the following issues:

· What are the policies supporting the tourism systems?

· How are project initiatives activated, what are the sources from which to start and what is the methodology for presenting tourism development projects?

· How do you work by project?

· What are the tools, actors and processes to favor the planning in tourism?

Detailed program

The introductory part, of a theoretical nature, illustrates the tools of public policies to support planning in tourism. The study of methodological elements related to tourism planning is therefore proposed and the "meaning" and the "design technique" are explored in order to develop an idea in a project.

The application of theorical elements about planning and design techniques take place through the study and understanding of the criteria, that are recognizable in public call, that "sets" the boundaries of the participants' "design imagination".

To stimulate the imagination and promote the constitution of specific "project groups", interventions by external experts will be scheduled. These activities have a dual purpose: on one hand, it is an opportunity to study and analyse some projects, processes activated; the constraints faced by the designers and by the subjects involved in the realization; the organizational models adopted and the results obtained. On the other hand, this allows and promotes a direct and critical confrontation with the representatives who have followed the main phases of implementation of some of the local development projects.

The Laboratory therefore opens the planning phase in working groups, who will develop a "real proposal" consistent with the objectives established by the announcement. This phase will be accompanied by the study of methodological elements provided by the teacher.

The measurable result of the laboratory consists of the working proposals that participants will be required to illustrate according to presentation techniques indicated within the Laboratory.

Prerequisites

None (except those defined in the Didactic Regulations). We recommen to attend the course "Design and Management of Tourism Systems"

The course is delivered in Italian, with possible study of some specific topics through the reading of scientific texts and articles in English.

Teaching methods

Remote webinar lessons are planned, in synchronous and/or a-synchronousmode:

a) Online webinar

b) Project development activities/ Project work;

c) Lessons by experts

d) Presentation of the results of the group activities

Assessment methods

The Laboratory does not use learning tests.

The verification of the learning process will take place in the final phase of the Laboratory, through the presentation of the project proposals/ project work developed by the working groups.

Textbooks and Reading Materials

Texts and working materials will be communicated during the workshop.

We recommend studying the book C.M. Hall "Tourism planning: policies, processes and relationships"