



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Città e Governo Locale

2021-3-E1501N102

---

#### Learning objectives

##### *Knowledge and understanding*

The course provides interpretive schemes useful in understanding contemporary urban transformations (social, economic, political, cultural) and tourist processes in the current scenarios. The urban governance processes and the construction of urban images will be illustrated in relation to tourism.

##### *Applying knowledge and understanding*

Students will be able to select the information on the process of urban transformation and local government and use them in the touristic socio-territorial planning.

#### Contents

Social and cultural change in urban contexts: town, metropolis and global city. The contemporary city and post-modernity. Cultural heritage and urban policies. Cultural and tourist policies in urban contexts. Political aspects of new urban competition. Gentrification processes.

#### Detailed program

The course analyzes the characters of contemporary European cities. The object of analysis will be the one of

changes taking place in social structure and spatial organization of the contemporary city, with respect to the main economic, political and cultural transformations. Will be examined in particular the processes of image-building and of government of urban imaginary.

Urban branding processes will be interpreted in the light of the new urban governance models, and within competitive processes in which contemporary cities are currently engaged.

Specific attention will be devoted to culture, leisure, consumption and sport as fields of urban branding and of tourism promotion

## **Prerequisites**

Adequate educational skills in sociology and social research methodology. Reasonable capacities in learning, writing and oral communication.

## **Teaching methods**

Teaching lessons and research work. In case of an extension of the COVID-19 emergency the lessons will take place remotely. There will be recorded video lessons (asynchronous) and video conference events (synchronous).

There will be two forms of participation:

1) "**attending**" mode. Students who regularly follow the lessons and participate, at the times and in the ways indicated, in the individual and group activities proposed by the teacher.

2) "**non-attending**" mode. Students who choose not to attend lessons regularly and do not participate in the individual and group activities indicated by the teacher.

The two modes of participation provide for different forms of assessment.

## **Assessment methods**

### **Attending students**

In itinere evaluations of group and individual work that will be assigned during the course. These works include the production of written papers and their discussion during synchronous meetings.

### **Non-attending students**

Final written examination consisting of a) 10 multiple-choice questions and b) two open questions.

The test with multiple-choice questions verifies the adequacy of the study of the study materials and the correct acquisition of the contents and is only a prerequisite for admission to the second part of the written test. Only students who have correctly answered at least 6 out of 10 questions will be admitted to the second part of the exam (open questions). The open questions are aimed at ascertaining students' ability to understand and elaborate the concepts of the course.

During the health COVID-19 emergency the exam will be delivered remotely through the e-learning platform.

## **Textbooks and Reading Materials**

### **Attending students**

- 1) Rossi, Ugo e Alberto Vanolo, Geografia politica urbana, Laterza, Roma-Bari 2010 (pp. 3-72);
- 2) Semi, G. (2015). Gentrification. Tutte le città come Disneyland? Bologna: Il Mulino.

Further bibliography will be communicated during the course.

### **Studenti non frequentanti**

- 1) Rossi, Ugo e Alberto Vanolo, Geografia politica urbana, Laterza, Roma-Bari 2010 (pp. 3-72);
  - 2) Semi, G., Gentrification. Tutte le città come Disneyland?, Mulino, Bologna 2015.
-